

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. LXXI.

NEW YORK, JUNE 2, 1910.

No. 9



JUN 3 1910

LIBRARY.

To buy as cheaply as possible and to sell as dearly as possible is the first law of merchandizing. This does not, however, apply to advertising in which a service is sought rather than a commodity.

The profit of advertising is not to be determined by the difference between the buying and the selling price. Men of great business ability frequently fail to keep this very important truth in mind. As a result, they are "penny wise and pound foolish."

The real value of advertising lies in the way the service is performed; to be profitable it must carry the right message to the right people, at the right time, in the right form.

Good advertising is not easy to do. There is this to be said about the Ayer & Son way—it has paid those for whom it was employed. Hence we are Keeping Everlastingly At It, with invitations to those interested to investigate at first hand.

New York

Philadelphia

Boston

Put it up  
to men  
who know  
your market



FEDERAL  
ADVERTISING  
AGENCY

New York Chicago Cleveland

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

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VOL. LXXI.

NEW YORK, JUNE 2, 1910.

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## THE HIDDEN WHEELS BEHIND THE WONDERFUL AUTO BUSINESS.

THE SELDEN PATENT AND ITS REMARKABLE EFFECTS—CO-OPERATION IN SCIENTIFIC DEVELOPMENT OF STANDARDS—AUTOS MADE TO GIVE THE MINIMUM OF TROUBLE AND THUS ADVERTISE THEMSELVES—FIGURES SHOWING AUTO SALES—CO-OPERATIVE ADVERTISING—WHY THE BUICK LEADS IN SALES.

By J. George Frederick.

It is now trite to say that the automobile represents the most amazing manufacturing and selling success ever known.

Many who are surface thinkers attribute it all to the irresistible appeal of the auto itself. They would say, in other words, that the public did it all, and that manufacturers have simply been over-rushed counter clerks waiting on an auto-mad public as fast as they could tie parcels and take the money. However, even those who realize the remarkable, optimistic and creative advertising done jointly by automobile manufacturers are not aware of their manufacturing and selling co-ordination, absolutely unique in the field of commerce.

Two vital mistakes have nearly always been made by any new devices with big possibilities. Manufacturing has not been co-ordinated to the joint interest of the business as a whole; and public desire has not been kept up by a live, tireless advertising policy.

In just these two respects the automobile business shines with an

almost startling brilliance, and the solidarity of its front to the public, notwithstanding notoriously varying individualities, is one of the most instructive lessons in modern business.

In the first place, something happened to the automobile business early in its career which has never happened to any other business on earth. A man walked out into the limelight one day and good-humoredly exhibited patent rights to the thing that made nearly all the autos go—the gasoline motor. He had applied for his patent in 1879 and waited all the way until 1895 to take out his patent. When Judge Hough, in the United States Circuit Court, decided that this Selden patent applied to all gasoline automobiles a situation arose the like of which had never been known before. In the height of the automobile popularity here was one man who, though having let his patent hang idle for seventeen years, had the power to stop the wheels of every one of the hundreds of thousands of automobiles in the country! No kings or financiers or captains of industry held so much power in their hand as that man Selden then—with Uncle Sam himself standing back of him!

In anticipation of just this decision the association of Licensed Automobile Manufacturers had been formed in 1903—and its formation was the first step in the gigantic scheme of co-operative pursing, standardizing and up-building which has resulted.

For Mr. Selden and his advisers had that broad-minded and penetrative business wisdom

which reaches beyond to-day's profit to the years to come, and which is nowadays an increasing factor in big business. They realized that the very possession of such immense power forced grave responsibilities upon them. Instead of waving their scepter with more or less insolent consciousness of power, they quietly and courteously invited automobile manufacturers to join the "A. L. A. M." and share the mutual benefits. Many leading makers did so; and when Judge Hough's decision was made many more joined. The Association's members last year manufactured 85 per cent of the total estimated output of autos, or about 35,000 cars. This year it expects to manufacture 160,000 cars. Seventy-nine American cars and two imported ones are now represented in the association.

To understand properly what has been accomplished in the automobile business it is necessary to face the manufacturing problems which had to be solved before it was ever possible that the business could grow to its height. The average person can't realize that only chaos—utter chaos—would have resulted if the business had attempted to grow without co-ordinated efforts for standardization. Every screw and every part in hundreds of different cars would have been made from a different basis, and the grandest accumulation of junk and exasperation and disgust would have marked the finish of the business.

The average person has noticed, however, that, whereas six or eight years ago the roadway usually was pathetically peopled with broken-down autos, until the funny papers capped and belled the matter as a perpetual joke; *nowadays* the "breakdown" is quite rare. When 2,500 miles can be travelled without a serious mishap or need for a repair shop by a stock car, then the evidence is pretty vivid that wonderful

manufacturing unity has been attained.

And these have been the inner wheels by which this result has been accomplished: infinite labor and trouble has been expended over uniform horsepower formulæ; fine pitch screw standards, tables of ratings, chemical tests for oils and tires, etc. The matter of screw standards alone gives a hint of the scientific work done, for it has been the automobile manufacturers alone who have standardized fine pitch screws—nothing had been done toward this end since the United States Navy's work in 1868.

Committees (representing the

**This Advertisement is Published  
for the Protection of Automobile Buyers**

United States Patent No. 3,661,186, granted November 26, 1968, has been sold by Judge Elmagh, of the United States Court (East) in Southern District of New York, to be used and to serve the modern gasoline automobile.

**This Patient is Known to the Public as the "Golden Patient"**

U.S. firms have grappled under this system as manufacturers and importers of livestock-related products. In addition, the passage of which was often delayed.

Salts may be brought under this patent for hydroquinone or monohydroquinone, by diphenyl, or by means of phenoxy or monophenoxy quaternary ammonium, and it is the intention of the owners of this patent to protect the exclusive rights secured by it to those who have become licensees.

The Indian Patent is a trade patent. It is recognized by nearly all reputable automobile manufacturers, and its trade character as well as its validity has been established by the Court, and therefore the manufacturer, seller or user of any vehicle or component thereof is automatically

"It is clearly the duty of every law-abiding American citizen to respect the exclusive rights reserved by the patent, as it is the right, not the other way around, and to encourage its violation is, in its essence, to encourage the patent system to fail."

The Association of Licensed Automobile Manufacturers stands for such laws that would recognize the Golden Fleece. Its members are those who have secured the right to use the Golden Fleece.

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different automobile manufacturers working together, remember) traveled to Europe simply to settle a question of alloys or of gear cutting. These men had all the enthusiasm of scientific researchers, dedicated to a profession. They were pursuing a mechanical ideal. Famous chemists and metallurgists were invited to lecture before the automobile men. A discovery by one of the individual mechanical men was enthusiastically and gladly passed on to all the rest. For the facility of such interchange a technical bulletin is published, and a complete technical library is maintained at headquarters. All trade and technical publications, on both making and selling, are filed and indexed. Not an idea is allowed to escape.

The great technical battle for the hardest metal possible was

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like a North Pole tempting the diligent explorer; and candidate metals were given a test beside which the arctic cold test was simple. A chassis was mounted on a shaft and the metal tested by thousands of revolutions per minute—far passing any possible road tests of speed.

Not a detail of auto building escaped this concentrated co-operative battalion of technical improvement. Standard specifications were drawn up and agreed to, rims were standardized to make the tire problem easy, and the finished result was a car that was as seasoned and tough as a hickory gnarl.

All this may seem purely technical—but as a matter of fact it is the realest possible explanation of the swiftness and ease with which the automobile market has been won and held. The automobile is in reality a pretty complicated mechanism for a layman to handle, and wiseacres early predicted that the auto couldn't last because only mechanics could run it without getting neck-deep into maintenance cost.

But the indefatigable co-operative work of the automobile manufacturers has pushed the market far beyond earliest dreams—women and boys run autos nowadays without trouble.

Suppose, however, every make of auto had a different tire arrangement, different screw standards, different principles, and parts unduplicatable outside the home factory—as a great many other mechanical contrivances are now situated? The public would weary with the delay, the exasperation, the expense, and auto demand would stand still or decline.

Furthermore, the broad-minded co-operation of the manufacturers has developed faster deliveries and better workmanship in a field which ten years ago had few experts or skilled workmen. The mechanical perfection achieved through united effort is regarded by the wise ones as almost the basic advertising force in the building of the automobile market.

In a manner utterly unique in competitive business, this associa-

tion's reports of the one-eighth of 1 per cent royalty constitute an accurate tab on the selling success of the various automobile companies. Because of the intensely interesting and competitive nature of this information it has not been divulged, in spite of heavy pressure, until within the last few weeks. The leaders stand as follows for the last quarter of 1909:

	Cars.	Royalties
		Paid.
Buick .....	4,437	\$43,400
Packard .....	1,157	35,624
Cadillac .....	2,156	26,293
Chalmers .....	1,702	24,015
Pierce-Arrow .....	406	14,868
Peerless .....	478	16,946
E. M. F. ....	1,416	14,025
Maxwell-Briscoe ..	1,628	12,751
Overland .....	1,177	11,066
Franklin .....	522	10,627
Oldsmobile .....	336	8,551
Locomobile .....	296	8,670
Winton .....	279	6,810

The selling side of this combination of auto makers was naturally the last to be taken up co-operatively. In fact, until a few years ago distributive conditions were astonishingly unsettled in many individual cases. Individual salesmanship and advertising ability there was in plenty, but the actual distributive problem was for a long time "up in the air." This was due to the lack of local representatives broadminded enough to practice sound business. In many cases the local auto dealers were simply graduated bicycle repair men, practically pushed into the new Eldorado. They sold one make of car one year, and next year another make; and when a last year's customer came to them in trouble about some trivial thing, the dealer would knock the car he had boosted last year and try to sell him his new pet. He was unable personally and mentally to meet on their own plane the men of affairs who developed as automobile prospects. How could he, when often a few years before he had been only a bicycle tinkerer for mechanics and school boys?

Only one man in the automobile business possessed an asset and an astuteness to realize its value that enabled him to solve this problem very early. How well he solved it is silently testified to by

his position at the top of the automobile selling record printed above. This man was Mr. Durant of the Buick, who has since organized a combination of other well-known automobile makers.

Mr. Durant had been selling agricultural vehicles before he undertook to make automobiles, and he had established a trade-mark prestige for Buick wagons, and an agency organization that knew how to talk to users of vehicles in a way that sold goods. When he started to sell autos he was ten years ahead of most other automobile makers in point of selling organization. He didn't have to build prestige for the name Buick—it was already a synonym, especially in the South, for the very qualities likely to make good capital for an automobile. And he had the agents—established, trained and loyal. No wonder Mr. Durant has been able to do without the heavy volume of advertising other auto makers have found necessary. He has kept from advertising (though spending as high as \$20,000 a week in the racing season) for a number of years, though he is now coming to realize the pressure of the auto advertisers who are "catching up" on his early start, and is advertising more.

The Selden patent associated manufacturing interests have never for a moment forgotten the scepter in their hands. Their broad policy of tolerance for the best general interests of the auto has kept them from curbing the mushroom crop of parts-assemblers posing as manufacturers, until this year.

It was for a long time rumored that legal proceedings would be begun against offenders, but the breadth of mind of the association was again illustrated in the decision to lay the case, not before a law court, but before the greater court of public opinion through advertising. Large space in newspapers has been taken to show buyers the safety of buying licensed cars. The language of this advertising is rather too brash and stern, for no public ever responded to the argument that it

was "their clear duty as law-abiding citizens to buy."

This advertising in newspapers is, however, not all that is done. A "Handbook of Gasoline Automobiles" is issued every year, in board covers that look as æsthetic as the covers of a new volume of esoteric poetry. At the back of the book are twelve detachable forms calling for catalogues from individual manufacturers.

As a co-operative effort this stands unique in all business—for whoever heard of nearly a hundred leading clothing houses, say, or soap or shoe manufacturers, getting out a co-operative advertising effort like this? The association has an advertising committee, headed by Hugh Chalmers, and also trades, handbook and show committees.

Even the *dealers* in A. L. A. M. cars have recently formed an organization which carries the co-operative idea still further.

The association is taking in no more new manufacturers, and in this way is aiming to prevent hysterical over-production.

#### A PREGNANT EXAMPLE TO OTHER INDUSTRIES.

The fortuitous community of interest established by the Selden patent has brought about a perfect demonstration of the conservation of an industry dependent not on staple demand but on stimulated public desire.

A new business has been standardized concurrently with the whirlwind demand of the public. Anything less than this broad-minded co-operation of making and selling would have wrecked the business. The public has no patience with mechanical imperfection or errors in sales policy. You take it while it is hot and eager, or you don't get it at all. But if you do take it and make good, and a group of manufacturers can produce and progress as fast as a big public demands, then a remarkable new business becomes permanent and staple. Will a business like the pneumatic cleaner, for instance, profit by automobile history, or go the way of the bicycle and other failures?

CAMPING  
ON AN  
EQUATORIAL  
RIVER

By THEODORE  
ROOSEVELT

IN THE JULY SCRIBNER'S

Enthusiasm over Mr. Roosevelt will reach its height in New York City June 18th, the day of his return. Unbounded enthusiasm will follow him on his various trips about the country the coming summer. And at just this time

## SCRIBNER'S

is giving to the Roosevelt enthusiasts the most interesting parts of Mr. Roosevelt's own fascinating story of his African hunt. A great impetus will be given to the sale of the JULY issue. Forms close June 6th.

\$300 per page.

## TRADE - MARKS AS CREATORS OF NEW STAPLES.

CREATIVE EFFICIENCY OF THE INDIVIDUAL MARK ABLY EMPHASIZED—INFLUENCING THE PUBLIC UNCONSCIOUSLY—QUALITY PERMANENTLY ASSURED THROUGH TRADE-MARKS—LECTURE BEFORE NORTH-WESTERN UNIVERSITY SCHOOL OF COMMERCE.

By *John Lee Mahin*,  
President Mahin Advertising Company,  
Chicago.

At the very start, I want to emphasize the fact that a trade-mark, an advertisement, a piece of literature, or any other inanimate thing has no creative power in itself.

We are justified in a practical sense in speaking of a trade-mark as a creative factor, because large groups of people have been educated to believe, unconsciously on their own part, that a trade-mark gives distinction or character or prestige to any article upon which it is affixed.

Men who sell advertising space are disposed to claim that magazines, newspapers, street cars and bill boards actually produce business. This is true only to the extent that people have acquired the habit, either consciously or unconsciously, of responding to suggestions made to them through these channels.

Men who would make use of advertising methods owe it to themselves to continually keep in mind that it is not the kind of space used, nor the words or pictures put in this space that possess creative power. All these things are mere inanimate symbols, and their efficiency lies wholly in the thoughts which produce action that they suggest in the minds of people who see them.

It must then follow, logically, that there can be no effective advertising where people do not instinctively associate certain thoughts with individual symbols, and other thoughts in connection with the association of these symbols with each other.

Those of us who assume that we do not respond to the suggestions of powerful, affirmative personalities, will have a rude awakening from our complacency as the result of a little self-analysis.

You may feel that you are an independent, freeborn American citizen, exercising an unfettered will, and being actuated by no other influence than your own deliberate choice when you buy your clothes.

It is true that the shrewd manufacturer and the alert storekeeper lay before you a few things from which you may make a voluntary selection, but the range of your choice in the matter of your clothing is so restricted that you, practically, are slaves to the collar and shirt makers of Troy, New York. They decide for you long in advance what you shall wear. They permit you the slightest possible range of voluntary action on your part consistent with their maintaining the supremacy which is essential to them to have a large, profitable and economical production.

This is also true when you buy your hats, your shoes, your neckwear. Somebody has decided in advance the limitations of your own choice, and you accept this freely, serenely, and probably with an honest conviction in your own mind that every selection you make is purely voluntary on your part, and represents to the fullest extent your own individual and unfettered choice.

But, think for a minute—if any of you felt that the Chinese or Japanese form of dress would be more acceptable or comfortable to you, how many of you would have the nerve to wear it in your everyday work? Individual action is rare, and yet it is the foundation on which all successful business enterprises are built.

I do not say that a successful professional man or merchant or salesman is one who thinks for himself on all subjects, but I insist that in the line in which he achieves distinction, he must have the courage to recognize that if he allows another to determine for him his course of action, that

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he does that voluntarily, and with a full appreciation of the fact that he made a deliberate choice in doing so.

When a man places a trade-mark on anything he makes, or which he handles, he has recognized the fact that his own individuality is the basis on which he must build the largest possible influence with his fellow-men.

The mark will symbolize his individuality and perpetuate his influence long after his death.

You will remember at one of our meetings, the question was asked how many of you would be willing to buy a Steinway piano without the Gold Leaf that spelled the letters in the word "Steinway" at \$100 less than identically the same instrument would cost you with the trade-mark name left on the case.

The majority vote of this class was to the effect that you would pay \$100 more, considering the satisfaction of having an instrument with reputation and character in your home, so that your friends and acquaintances would know what it was, and also the further fact that its second-hand value would be enhanced more than \$100 by retaining the Gold Leaf on it.

Men familiar with business conditions find similar instances continuously. You can buy water in bulk from the Waukesha White Rock Spring, delivered in Chicago at 10 cents a gallon. The same water, carbonated, and sold in splits at our big hotels commands \$1.50 per gallon.

There are many manufacturers who will market their goods in bulk for a much lower price than they will sell the same goods in packages under a brand.

The list covers oatmeal, flour, soap, catsup, canned vegetables and fruits of all kinds, teas, coffees, spices, cured meats, and, in fact, everything that enters into the cost of living to-day.

You may say—"If this is true, why don't more manufacturers market their product under trade-mark brands?" The only answer that I can give to that is the difficulty that most of us have in as-

serting our own individuality, in doing our own thinking, and the tendency on the part of all of us to revere tradition and precedent, and to assume that what has always been done must always continue to be.

From the consumer's standpoint, you may ask: "Why is it possible for a manufacturer or a dealer to get more for his product by using the trade-mark method of marketing same, when the consumer must of necessity pay this increased cost?"

This is very easy to answer, because it can be proven, without exception, that the consumer does not pay more for trade-mark goods than he would necessarily be forced to pay for the same quality under other conditions.

The trade-mark establishes responsibility with the consequent insurance to the consumer that the manufacturer knows he must make good on the standard that he has accepted for his product.

The consumer takes greater pleasure and enjoyment out of something that he has been educated to appreciate in its fine points, and in the use of which he or she has been taught to secure the greatest possible efficiency.

In addition to these two facts, this great fundamental, economic truth remains: the trade-marked goods, intelligently advertised, yield the manufacturer a larger return for his labor and are purchased by the consumer at a lower intrinsic price.

The manufacturer making a competitive line of merchandise must base his selling price on the cost of making and distributing. This price is necessarily unstable, due to aggressiveness or lack of intelligence on the part of his competitors, and he cannot institute or maintain the larger economies possible where he can count on a staple price, regardless of what his competitors may do, either intelligently or foolishly.

On commodities sold through grocers under a well advertised trade-mark, the grocer willingly pushes the goods with a profit of 25 per cent on the selling price.

Yet, on an unadvertised line, he demands from 33 1-3 to 100 per cent. This difference alone usually represents the cost of advertising to the manufacturer and leaves him an additional profit besides; yet the article costs the consumer no more. This is due to the elimination of waste in the gathering of raw materials, the development of manufacturing processes, and the distribution of the finished product.

Advertising a trade-mark, and marketing goods under it necessarily gives them stability. They actually become staples in every sense of the word. A condition of stability has always favored economy in all matters pertaining to thrift and industry. Stability is not a physical or material quality, but is always a state of mind.

A few months ago a manufacturer of wearing apparel stated that if he put a trade-mark on his goods and advertised to the consumer, he recognized that he would have to maintain a high quality of product, as he could not shift the responsibility on to the dealer. He was hesitating on doing this, because of the fluctuating price of his raw materials. Certainly stable conditions here would have meant a betterment to the consumer.

I have said that the mere placing of a trade-mark on merchandise tends to invest an article with more value in the purchaser's mind than it would have if it was not so marked. This is due to the fact that people associate trade-marks with the creation and maintenance of quality standards.

I have also said that the use of newspaper, magazine, street car and bill board space in itself has some efficiency in prestige building and trade winning for the goods advertised. This is also due to the fact that the dealers and consumers unconsciously associate with the appearance of advertising the thought that the goods have merit, and they accept them with greater confidence.

However, this view of the proposition is a very narrow one. To my mind, the greatest value of a trade-mark is that it serves as

an anchor for creative sales ability that a manufacturer puts out in behalf of his products.

The trade-mark is the tangible thing that enables him to tie to every piece of merchandise that he makes or handles the prestige and confidence in the buyer's mind that he has developed as a result of his own thought and action.

The man with a creative instinct is not content alone to borrow from others or use the fruits of labors of his predecessors without contributing something himself in the line of advancement.

I have used the piano as an illustration of a piece of merchandise where the trade-mark adds value to it. The measure of the value added by the trade-mark is in direct proportion to the volume and the intelligence of the creative sales and advertising effort that has been put behind it.

There was a time, in the memory of many people now living, when the piano was considered an article of luxury. It has now become a staple commercial product.

Undoubtedly a very large percentage of the pianos sold are purchased for other reasons than the love of music. Many pianos stand in homes where they are not opened for months at a time, and where no one living in the house has the ability to play on them.

In such a home the piano marks the social advancement of the family from the mere bread winning stage to that of possessing the essentials of refinement and culture.

The trade-mark, as an anchor for the creative sales and advertising effort that has been put behind it, has unquestionably lifted the piano from the class of mere luxuries into that of social necessities.

Without the trade-mark by which the efforts of the manufacturer could be reserved to him, there would have been no incentive for the continuance of his energy and enthusiasm.

The new Boston *Sunday Journal*, a penny paper on Sunday, seems to have caught the public fancy. The publishers report the second issue to have been over 100,000.

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## SOME EXPERIENCES IN SELLING REAL ESTATE BY ADVERTISING.

PRESIDENT OF LARGE BRITISH COLUMBIAN CONCERN WRITES ENTERTAININGLY OF THE THINGS ADVERTISING HAS DEMONSTRATED—FIRST-HAND PREPARATION OF ADVERTISING—THE CAPTIOUS CRITIC.

By W. J. Kerr,

President W. J. Kerr, Ltd., New Westminster, B. C. (One of the most active real estate firms in the Northwest).

Up here, in what may seem to the majority of PRINTERS' INK readers a primeval wilderness, we have a newspaper which carries more inches of advertising than any other in the world—the *Vancouver World*. Yet how few know it—and know *why* it is so—because of the great volume of progressive real estate advertising constantly being done.

So I bethought me I'd interview myself and squander postage stamps on the result. If what I say is of value to PRINTERS' INK readers, I know no other publication so capable of scattering it to the four winds of Christendom.

The advertising of my firm is confined almost exclusively to daily papers, and extends, at various times, according to the amount of land we have for sale, from the cities of New Westminster and Vancouver, B. C., east to Winnipeg. Of course we hit only the most important cities between these points, like Edmonton and Calgary, Alberta; or centers where, if results warrant it, salesmen can be sent with the assurance of having a sufficient field for a few weeks' work.

I shall only touch upon our acreage operations during the last few months, which were confined to the properties of Cherryvale and the Model Farms, which properties are close to a new electric line running from New Westminster to another important center, and within easy reach of the Vancouver markets. This land, amounting to about 1,260 acres in all, was sub-divided into five-acre blocks and has been entirely

disposed of through aggressive advertising backed up by a capable sales force. The actual time given to the proposition was about three months.

One important fact this firm has discovered during the six years we have been selling through extensive advertising is that if a firm has land such as will back up a good attractive description, the work is more than half done when the results walk into the office. If a man is sent out to follow up prospects in the open, he is much better received on *well-advertised* real estate than otherwise. People seem more easily drawn into conversation, and want to know more about it.

It is quite wonderful to witness the way people can be tethered to a certain proposition through a good, stiff campaign of advertising. Very often it is the case that people from out of town come to our offices after a property, about which they read extensively in the papers, has been entirely sold out. Though we may have other lands which embody every feature of the one lately advertised, it is a terrific problem sometimes to get these people away from the subdivision they read so much about. They just won't be happy till they get it.

A notable case of this occurred a few days ago. A man from out in the mining district came in after having read, day after day, about Cherryvale for several weeks. When he got around to coming in, these lands had been entirely disposed of, and the publicity in connection with same had been discontinued. This man was taken out by the same salesman who had done the best work on Cherryvale, and shown a tract of five acres which was not a part of the addition proper, but which was very close by, had the exact same character of soil and offered quite as great opportunities to a grower. The tract was not a part of the company's holdings, but a lot that had been simply listed for sale by the owner. Do you think that this man could be induced to purchase outside the boundary lines of the advertised



addition? No. Cherryvale and nothing else would do him, and as a result he was not sold. Here is a case where publicity worked its own undoing by its strength, and still we place it as a monumental testimonial to the institution of advertising.

Our company has no belief in the infallibility of seasons and quiet times. While it is an unfailing fact that business runs largely to spurts and quiet days, when the lack of result would make one imagine that no paper had been printed the previous evening, still advertising seems to do its work on such days as well as on our busier ones, as is shown at the end of the month. Even last

Christmas, or, to be exact, the days preceding the holiday, we kept at it, and made each day profitable when most real estate men had dropped their advertising under the impression that everyone was thinking of nothing but Yule-tide jim-cracks. In a couple of cases we have sold acre tracts as holiday gifts, the buyers making the initial payments on same for relatives.

A psychological study of the results of advertising from the very inside of a business of this nature is extremely interesting, particularly after one has had long experience in the battle for business through slower methods. It is my personal opinion that thousands of people are won through advertising who do not know it themselves, and so will not admit the direct cause of their purchase.

When one stops to figure out sometimes what caused a favorable impression of some firm we are dealing with, we must admit that publicity is guilty of some pretty subtle tricks. The steady every-day pound which catches the occasional glance of the same eye again and again, is a great builder of impressions, and it does the same thing to great numbers at the same time, seemingly.

People are brought in by our advertisements for five-acre orchard tracts whose wants, when their financial strength is boiled right down, are often found to be large tracts of land for investment purposes purely, and frequently so the sale results. In one instance recollected at this minute, the men who were taken out for five-acre tracts returned owners of eighty acres.

We have found the unpretentious circular letter distributed in folded form a very valuable supplement to a newspaper campaign. It has not been an uncommon occurrence to have buyers walk into the office with these letters in their hands. Every little while we pub-

**When a Man Buys Broad Fertile Acres He Owns  
Something the Sustenance of the World Depends On  
Something He Can Live Off as Well as On—Hence the Wisdom of Placing  
a Few Dollars in Richest Acres Close to a Tramline in this Province—*Cherryvale***

27 People Have Asked Us for Details in the Last Six Days to Cherryvale Average Tract and There is More for About 12 More

**W. J. Kerr, Vancouver and New Westminster**

A DOUBLE PAGE SPREAD IN NORTHWEST NEWSPAPERS.

lish our little house organ called *The Fraser Valley Live Wire*. In this is given a general résumé of the operations of the firm and the possibilities of the valley in a general way. This little thing, never amounting to over two sheets, has been of untold value going out in support of an enveloped appeal regarding some specific piece of property.

Advertising from the inside has been found infinitely advantageous in our experience. The human appeal which is often prominent in the copy of the firm could not result except from the unbroken association of salesmen, buyers and advertising writer. A study of the impressions of the various people who have been attracted by his copy must be a valuable guide to the man who fills the space; at least we have found this the case. Our copy has been handled by outside writers with considerable

success, but as time goes on the man out of touch with the actual doings becomes strained in his work, while with the fellow who prepares the hot stuff from a corner in the office it is a matter of which of the many points of view he will select for a theme.

Many real estate men have looked askance at me when I have told them that we sell people continually who have no idea of our property except that which they get from our advertisements and letters. Our business of this kind far more than pays the salary of the advertising manager, who by the way has the handling of all such inquiries. We have never been particularly anxious to sell real estate to men who have not seen it, as men have strange likes and dislikes when it comes to the selection of a piece of land, but this department keeps growing a little all the time, and this is possibly because we do try to give the distant buyer, who has had sufficient confidence to trust us, the benefit of everything possible.

As with all real estate offices that I have inquired about, we find that the hottest enthusiast, the fellow who just can't sit still till he sees the land, is in most cases the poorest prospect. His conception of land in its unbroken state, seems to have been formed from perusing the *Burr-McIntosh*, and he nearly always takes a sudden idea that it would be sacrilegious for him to do anything as unholy as buying a strip of the globe's surface without consulting a distant aunt, uncle or grandmother. Such prospects are generally fruitless to follow further.

An extremely valuable procedure, before a man ever leaves a real estate office to see land, is to give him the very worst picture of that land you possibly can, without being positively unjust to the property or going so far that he becomes utterly discouraged. In this way objections which are sure to be otherwise hurtful are forestalled, and he has found conditions much better than he expected. The truth, whether laid down by the advertising writer or the salesman, like in other busi-

ness, is the surest weapon. We instruct our men to speak it out clear and cold and without any betrayal of excuse for it in tone or manner. And it has landed the business to an extent at least of which we feel pardonably proud.

It is a set policy of the firm never to interfere with the work of our advertising man after the general plan of any campaign is mapped out. What rafts of good stuff are ruined by those interfering "I-know-better" fellows who cannot read a piece of copy without showing their authority by plucking a word here and there! I know that this kind of men exist, because I have been associated with them in the past. They'll pay a writer because he knows more about the business than they do, and then have the effrontery to superintend his work. What do they know what subtle purpose a writer may have for the use of a certain word or phrase? It certainly is the place of the big boss to suggest things, but advertising clubs should invent some humane way of getting those fellows who pull the soul out of a piece of copy off the earth.

Our advertising is under the management of Joseph Dorgan, who has been associated with real estate advertising and promotion work along municipal lines in Western Canada and Oregon for the past several years.

#### SALESMEN WHO KILL PROSPECTS CREATED BY ADVERTISING.

THE GARRICK PRESS.  
NEW YORK, May 21, 1910.

Editor of PRINTERS' INK.

Relative to your article "Do advertisements themselves bring sales," I take the liberty to submit that advertisements do produce the majority of sales, even on high priced articles. When a prospective customer writes for information he really calls for further information, for the reason that he has already made up his mind, in nine cases out of ten, to buy either "one of two" makes. When he goes into a store to see the goods he practically has made up his mind to buy in that store, and when he fails to do so it is because the salesman has killed a sale.

LOUIS M. BERNSTEIN,  
Sales Manager.



## Little Stories of Advertising Success

### *No. 11.—A campaign that didn't cost a cent.*

Out in Wisconsin a couple of merchants became manufacturers of men's Sweaters.

They had read our papers for years and naturally brought their promotion problem to us.

We told them to spend \$1,000 a certain way with the trade, and wrote the campaign ourselves.

Three years later just after this firm had signed a \$25,000 advertising contract with us for a national campaign, they told us that their first campaign had not cost them a cent, as it had paid for itself entirely in profits on direct orders.

We conducted an advance order campaign on this account, which resulted in a volume of business between January 1st

and April 1st, 1910, which exceeded the entire year's sales in 1909.

Phenomenal results, you say, —yes, and extraordinary resources that accomplish them. That's the answer!

Let us refer you to this advertiser,—ask him if we tell the truth when we say:—

*"R. N. A. results, per dollar invested, are without parallel in advertising records."*

**Ask us to send you our  
"Little Stories" Booklet**



# Root Newspaper Association

## INCLUDES:

Dry Goods Economist.....	New York
Dry Goods Reporter.....	Chicago
The Milliner.....	Chicago
Drygoodsman .....	St. Louis
Shoe & Leather Gazette.....	St. Louis
Twin City Commercial Bulletin,	
	Minneapolis-St. Paul
The Hardware Trade.....	Minneapolis-St. Paul
Boot & Shoe Recorder.....	Boston
Cleveland Trade Bulletin.....	Cleveland
Pacific Coast Merchant.....	San Francisco

*Address nearest office.*



# Greatest Circulation Record in the South

As a result of a campaign just closed, *6,000 new paid-in-advance subscribers* have been added to the circulation of

## The Times-Democrat

NEW ORLEANS, LA.

Each subscriber to **The Times-Democrat** pays \$12 a year (Single copy price 5 cents), which proves conclusively that the circulation of **The Times-Democrat** is of the highest possible class. As to quantity, **The Times-Democrat** has the largest paid-in-advance circulation of any newspaper south of the Potomac and Ohio Rivers.

**The Times-Democrat** applies the most careful supervision to its advertising columns, refusing objectionable advertising of every character. Financial ads are accepted only where the securities are listed on the New York Stock Exchange.

**The Times-Democrat** is the representative morning paper of the New Industrial South.

### HAND, KNOX & COMPANY

*Publishers' Representatives*

Brunswick Building,  
New York, N. Y.

Candler Building,  
Atlanta, Ga.

Boyce Building,  
Chicago, Ill.

Journal Building,  
Kansas City, Mo.

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## DIRECT MAIL ADVERTISING TO CONSUMERS.

HOW TO GET RESULTS OUT OF THIS BRANCH OF A WELL-BALANCED ADVERTISING CAMPAIGN — HOW MUCH AND HOW LITTLE IS ADVISABLE—NAMES FROM DEALERS.

*By L. R. Greene,*

Advertising Manager, Sherwin-Williams Co., Cleveland.

In this particular class of direct work there is usually a good deal of trouble in obtaining satisfactory mailing lists. Very often the advertiser has to fall back on the list companies and directories of various kinds, or in carrying on the canvass for lists by getting in touch with some individual in each locality, who receives a certain remuneration for preparing a list of names.

The principal question is to consider the character of the advertising to be sent out, and how many times to follow up each possibility. I have come to the conclusion from my own experience that in advertising of this character, it does not pay to have a series of more than two or three features unless the possible sale is very large in amount. When once you get people interested and they have replied to your advertising, it is worth while to follow them up a couple of times and try and land the business. For instance, we will say that we send out one letter and a follow-up to a mailing list, and to those who reply but who do not give us orders immediately we send one letter and one follow-up, and list them to be followed up once again in six months and in twelve months. I do not think there can be any general rule established in this matter of follow-ups, as so much depends on the nature of the business.

It is a good idea in planning follow-up literature to put it in some form that has some permanent value, some little novelty that may be retained in the household for some time, say, for instance, an artistic little calendar,

a blotter folder, a small notebook, or something that has some measure of permanent value.

### GETTING NAMES FROM DEALERS.

Let us now consider the direct advertising that is sent out to the consumer on behalf of the dealers handling your product. In this case, of course, it is a matter of obtaining lists from the dealers, and this job is not such an easy one as some of you who have not had experience may imagine. There is a certain percentage of merchants who are alive to the benefit of such advertising sent out on their behalf by the manufacturer or advertiser, and they give careful attention after they have stocked your product to the furnishing of carefully made up lists, but there is a large percentage of merchants who are more or less indifferent, who are busy with other matters, and it is only through continual follow-up work through the mails and through your house organs, if you have any, and through your salesmen, that you can obtain lists. These need careful scrutiny before being passed over to your mailing department, as often they show the ear-marks of careless compilation, which means a waste of your good money.

In soliciting lists of possibilities from your dealers, it is well to furnish them with a special blank and at the head of the blank to give very careful instructions how to make up a proper kind of list. Always impress upon them that in sending in a list they ought to take advantage of the opportunity to have their name and business presented to new customers. The trouble with the average dealer is that in making up a list he usually simply gives a list of his established trade who buy practically always from him, and will buy anything that he recommends to them. Of course, in sending out literature in behalf of the dealer, it must always be imprinted with his business card, and it is well to give this imprint due prominence, which pleases the dealer and, of course, localizes the advertising.

If you expect to do direct advertising for your dealers each year, it is well to have a new list each time. Many of them like to have the old list returned, but that is bad practice, for while some of them will really revise it very conscientiously, a large part of them let it lie around until the last minute before the mailing date arrives, and then if you are following them up for their list, they will simply mail the old list back to you with all its many imperfections, the names of people who have died or who have moved.

In all direct work on behalf of the dealer, at the time that you send out the mailing on his list, it is very essential that you send him a copy of the feature sent, accompanied with a letter or folder advising him that the mailing has been given attention, and suggesting to him that he call at his local post-office in a week's time and ascertain from the postmaster as to whether all the circulars were properly directed and had been distributed.

Unquestionably the effectiveness of direct mail work is greatest in the smaller towns. In towns under 1,000 and in rural communities it is at its best. In towns of 1,000 to 5,000 it is not quite so good, and over 5,000 it seems to diminish according to the increase in population. In towns of 50,000 and over our experience has led us to practically avoid all direct advertising except occasional special letter work. In the large cities people have so many things to take up their time and attention and receive such a lot of miscellaneous advertising matter from local concerns that your advertising is often lost in the shuffle, unless it happens to be of unusual character and style of printing, or is sent under first class postage so that they at least will open it. There are very few advertisers who carry on a general direct campaign to the consumer on a large scale who can afford to use two-cent postage, as in the first place preparation of good imitation typewritten letters carefully headed is expensive, and in the

second place two-cent postage comes high in large quantities.

It might be interesting to summarize briefly the advantages and disadvantages of direct advertising. First of all, of course, in the way of disadvantages is the trouble that direct advertisers usually have with their lists. They must secure good lists and then see that these lists are properly taken care of, are kept carefully checked, and that the literature sent out is sent out in good shape. It needs constant attention to have facsimile letters properly headed and sent out in condition where they really live up to their name of being facsimile typewritten letters. In promoting to the dealer your direct promoting has a lot of competition in the way of the dealer's regular mail matter and direct work being carried on by hundreds of other concerns who want to get the dealer's attention.

This means, of course, that in doing direct work you must do it well. Then we have to remember that in such promoting, the list that we have covers our whole field while in approaching the dealer through the trade papers we have the opportunity of reaching not only the individual to whom the paper is addressed, but of educating his clerks in the knowledge of your product and fixing it in their minds so that when they become merchants themselves they may be very kindly disposed towards you and turn business towards you voluntarily with very little effort on your part. Then we know that to carry on good direct work on a large scale is tremendously expensive.

Nevertheless, it can be started in a modest way, and, as the returns warrant and as your business increases, you can increase it until you cover the whole territory. In many cases you can use this kind of work to encourage the dealer to handle your line of goods and after your business connections have been established, and your goods introduced to the community, you can discontinue it and depend more on publication advertising.



# A Concrete Walk

"With feet on the concrete." Not much better can be said—can it?

"HAMPTON'S" circulation is built solely upon bed-rock—the *concrete foundation* of demanded reading matter.

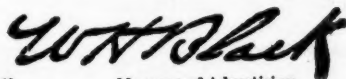
This is the only inducement offered subscribers and news-stand buyers. "HAMPTON'S" now has over 350,000 subscribers and news-stand buyers, and their number is *increasing constantly*.

"HAMPTON'S" goes monthly into over Three Hundred and Fifty Thousand of the most prosperous American homes, there to be read by all the "grown-ups"—fathers, mothers, grand-parents, sisters, brothers, uncles, aunts, cousins and all the rest of the family.

These people earn much money—have much money to spend—live comfortably—buy liberally—are *the sort of people every retail merchant desires for customers*.

Retail merchants *know* what kind of people come to their stores asking for certain brands of goods as a result of reading Advertising in HAMPTON'S MAGAZINE.

And—this is why HAMPTON'S MAGAZINE is known to retail merchants as "The Advertisers' Retail Salesman."



F. W. THURNAU,  
Western Advertising Manager,  
Hartford Building, Chicago, Ill.

Manager of Advertising,  
66 West 35th Street, New York

## Ask Your Customers!



## "Through Ads. in the F. J."

For advertisers who have not yet learned by experience the influence that FARM JOURNAL advertisements have with its readers, an occasional glance at our mail would be interesting.

Here, for example, is a letter from a farmer in New Brunswick. Notice that he has gone West clear to Illinois to buy from FARM JOURNAL advertisers:

GENTLEMEN:—Through ads. found in the FARM JOURNAL I have bought a Sharpless Separator, two farm wagons from Electric Wheel Co., Quincy, Ill., a Hand Seeder from Goodell Co., Antrim, N. H., and found same as represented.

S. W. DICK, Mascarene, New Brunswick.

This sort of business has been going on now for over thirty years. With over three-quarters of a million readers feeling as Mr. Dick does, is it any wonder that the FARM JOURNAL "pulls" when other mediums fail?

Forms for July close June 6th. \$3.50 a line for over 750,000 copies.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
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## MARKETING THE MICROBE.

POPULAR MOVEMENT SMARTLY  
PICKED UP BY WEST OF ENGLAND  
ADVERTISER—THE STORY OF LACTIC  
ST. IVEL CHEESE.

(Special Correspondence.)

CLUN HOUSE, LONDON,

May 14, 1910.

Some of the most conspicuous and successful of current advertising in this country at the present moment dates from no longer ago than the week before Easter. On Thursday, the seventeenth day of March, Mr. Aplin, of Aplin & Barrett, Ltd., of Yeovil, Somersetshire, consulted with his advertising manager, N. L. Godber, on the advisability of getting busy at once with a product which his firm had long had in preparation, and on Palm Sunday, March 20th, the first advertisement appeared of Lactic St. Ivel Cheese, although at this moment even the cartons for containing the goods had not been received from the makers.

It is ancient history that someone discovered a while ago that the people in Bulgaria have a habit of living to a hundred years old or more, and attributed this practice to their habit of drinking sour milk. In this country, where the objections to a similar longevity, which one is tempted to believe must exist in Bulgaria, are not apparent, the sour milk idea caught on very strongly. Drinking sour milk does not of itself increase a person's vitality; it is a sort of peculiar microbe isolated by Professor Massol, of Geneva, from the Bulgarian milk, which does the business. It generates lactic acid, which is fatal to certain disease microbes in the large intestine—the microbes which cause fermentation, favor typhoid fever, and are responsible for flatulent dyspepsia and a number of other troubles. Oddly enough, the lactic acid treatment is also very good for rheumatism. Many dairies had already in the early part of this spring begun to sell soured milk with the *Bacillus Bulgaricus* in it. The stroke of

genius which created the Lactic St. Ivel business was the idea that a convenient and palatable cheese for conveying the culture to the system would give more satisfaction than the somewhat repulsive drinking of sour milk.

## MAKING A MARKET.

The week before Easter is about as bad a time as anybody could choose in this country. Good Friday is a religious holiday and Easter Monday is a general holiday. Practically everybody closes down business from Friday night to Tuesday morning, and all advertising is dead because you cannot ordinarily get business out of the advertising. Many of the daily papers cut their rates in half for the Easter season, and do not let very much space at that. But in order to get promptly into the lactic acid movement, Mr. Godber did not hesitate to embrace all the disadvantages of the season. He would not even wait for trade organization. The first advertisement appeared in the *Observer*, a Sunday newspaper, on Palm Sunday, and the trade distribution was left to take care of itself, except so far as it could be helped by Aplin & Barrett's large staff of travelers, who were calling regularly on the retailers with their other lines. The firm has thirty van salesmen covering London and the suburbs, and was thus able to get the metropolitan representation into good shape, while the provincial trade was looked after by the country men, or had confidence enough to send in its orders through knowing the concern. The response to the advertising was prompt and satisfactory. Inquiries were received from a large number of titled people and other persons of wealth and position. The trade generally was friendly, and where it was not, the public demand soon made it so. A large retailer in the best district of London tried to hold out, and refused to stock the goods. The traveler who called on this man made a bet with him that he would be carrying them within two weeks.

The retailer accepted his bet and had to pay. The demand *forced* him to carry the product.

#### JOBBER CUT OUT.

For their other lines, branded and unbranded, Aplin & Barriett deal largely through the wholesale trade. They refused from the first to supply Lactic St. Ivel Cheese except direct to the retailer. This was not on account of any trade trouble, but because the cheese has to be sold fresh. The culture which it contains is a living organism feeding on the sugar of milk in the cheese until it gets swallowed, when the bacillus feeds on the unfriendly disease microbes of the intestine. If the cheese is not eaten in a couple of weeks or so, the unhappy bacillus starves. Hence one great effort of the business is to avoid filling large orders. Every cheese has its date marked on the cover, and a retailer is not permitted to have larger supplies than will let him clear his stock during the active period. The business has all been pushed by serious unillustrated newspaper advertising in closely packed type, and its remarkable success is a proof that people *do* read advertising.

#### PREVIOUS EXPERIENCES.

It has been evident above that one thing which helped the new product was the existing business of Aplin & Barriett. They have been in business about seventeen years, and their turnover is about five million dollars a year. They were originally dairy specialists, selling butter, cheese and cream, unbranded and unadvertised, through retailers. The first extension was when they took over some business in potted meats, tongues, and presently in sausages, pork pies, etc. All these were sold through grocers and provision dealers. The first advertising done by the firm was about ten years ago, when they put in the well-known St. Ivel Cheese. This is a soft cheese like Pommel in texture, but with the Cheddar flavor. Ivel is a place name, and the "St." was added to

get registration. But a letter addressed "St. Ivel, England," will find the firm now. An interesting feature of the development of the firm is that so far from their entering into the advertising field damaging their trade in the unbranded goods, it greatly helped the latter, because it enabled the firm to open up thousands of new accounts with retailers. Often a manufacturer of unbranded staples hesitates to develop any specialty by advertising, being afraid that the trade will knife him on his staples because the advertised article prevents them selling bulk or piece goods without name, on which they could make a larger profit. There was not, however, a soft Cheddar-flavor cheese to compete with St. Ivel, so that this objection did not exist. In September, 1908, Aplin & Barriett, Ltd., started the sale of Ivelcon, which is a tablet for making consommé. This does not compete with the popular beef-teas like Bovril and Oxo; the cheap trade wants something thicker than a consommé, and an attempt to introduce it by house to house canvassing proved unsatisfactory. It is a good class and middle-class trade, not a working-class one. Nevertheless, it has been very largely advertised by full-page spaces in daily papers of large circulation, and both Ivelcon and the regular St. Ivel cheese have been the subject of a good deal of quite humorous advertising, altogether unlike the serious work done for Lactic cheese. Mr. Godber told me that the bulk of this advertising has been done in the daily papers of London and the best provincial dailies. A few weeklies like the *Spectator* and *The World* are taken for Lactic St. Ivel, and this may be extended later on into the sixpenny illustrated weeklies. But the daily paper has done magnificently for it, especially, Mr. Godber said, the *Times*. THOMAS RUSSELL.

Leslie's Weekly has established a Washington bureau in the Munsey building, which will be in charge of Robert D. Heinl, formerly of the New York Sun.

## A Striking Example of the Influence of the Woman's National Daily



CHAPTER HOUSE, EDWARDSVILLE, ILL.

Edwardsville, Illinois, has been chosen as a characteristic illustration of the hundreds of smaller towns in the United States having a population of about 8,000 to 6,000 inhabitants where the American Woman's League and its official organ—the WOMAN'S NATIONAL DAILY—enjoy their greatest prestige and influence.

Hundreds of cities like Edwardsville, of the smaller type, are more modern and progressive than the average city man appreciates. Edwardsville has a splendid electric light and power plant, well paved streets, long distance and local telephone system, water works, and excellent railroad transportation facilities.

It has fifteen grocery stores, ten dry goods and general stores, four hardware stores, besides an average of three or four stores in other lines. There are about 45 privately owned automobiles in the town, and there are numerous other indications of the prosperity that now reigns in America's smaller cities and rural districts.

In Edwardsville there are some 900 homes, and the WOMAN'S NATIONAL DAILY with 234 subscribers there (names sent upon request of any advertiser) actually enters about one out of every four homes every day, and the better class of homes, as the subscription list will prove.

Every one of these 234 yearly subscribers want the WOMAN'S NATIONAL DAILY for the crisp, clean news it contains, and they repose in it an implicit confidence (which becomes the property of advertisers) because of copy rules that admit no medical, speculative financial, or questionable advertising of any description.

The WOMAN'S NATIONAL DAILY enters these homes every day of the year except Sunday, and practically every subscription has been secured by an American Woman's League member who has joined the Founder's Chapter, which owns virtually a one-third interest in the publication.

Of these 234 subscribers in Edwardsville, there are 55 members of the American Woman's League—55 heads of families who, by supporting advertisers in the WOMAN'S NATIONAL DAILY with their moral as well as their buying influence, enhance the value of their holdings in their League newspaper.

Edwardsville is simply an example of conditions in the 1,063 towns throughout the United States where the American Woman's League not only has members, but has them actually organized in what have been before described as "chapters."

**The WOMAN'S NATIONAL DAILY**—the League's daily newspaper—enjoys a dominating influence in such towns—reaching not only the homes of the League members—the cream of each town's population—but the homes of their friends and neighbors as well.

In each case the subscriptions are yearly ones, paid for in advance—not a penny at a time—so that no home misses a single copy.

75% of the WOMAN'S NATIONAL DAILY circulation goes to Post Offices having 10,000 population or less. The remaining 25% is confined almost entirely to towns of 10,000 to 50,000 inhabitants.

Advertisers who recognize the enormous sales possibilities that await cultivation in this rich, vast territory can rapidly and firmly entrench their products in the homes reached by the WOMAN'S NATIONAL DAILY.

We have an interesting proposition to offer the far sighted advertiser who is ripe for this business expansion, which awaits the most enterprising.

It is, we believe, the soundest proposition yet presented by an advertising medium—particularly to those who distribute their products through dealers.

For information and particulars write to

# The Lewis Publishing Co.

CAL. J. MCCARTHY, Adv. Mgr.,

UNIVERSITY CITY,

ST. LOUIS, MO.

CHICAGO OFFICE  
First National Bank Bldg.

NEW YORK OFFICE  
Flat Iron Bldg.

## A PACKER LIFTED OUT OF TRADE SLOUGH BY CAR CARDS.

BOOTH'S SARDINES, SAN FRANCISCO,  
SAVED FROM PRICE-CUTTING AND  
LACK OF DEMAND BY GOOD CAR  
CARDS—ENTIRE COAST NOW BEING  
COVERED.

By W. Theodore Watson.

The old notion that street-car advertising is necessarily a secondary medium to be used only to "help out" in a campaign has had some shocks lately.

That car cards can alone create and maintain a consumer demand for home articles has been proved in the case of the Monterey Packing Company, of San Francisco, packers of Booth's Crescent Brand California Sardines.

Along the central coast of California, off in the city of Monterey, there runs a small fish about six inches in length known for thirty years as the California mackerel, though not in reality a genuine mackerel. This small inhabitant of the sea has a very pleasing flavor, and makes a fine article of food. The Monterey Packing Company has for years maintained a fishery and packing plant at Monterey, which has been used almost exclusively to catch and can this fish. The fish are first broiled in olive oil, then soured in a solution of bay leaves, spices, vinegar, etc., and finally sealed in tins.

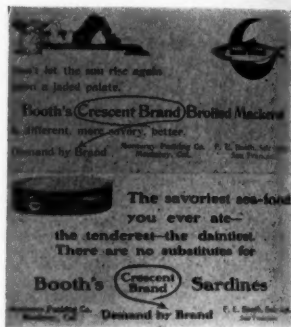
There had been no effort at stimulating a consumer demand, and the product did not seem to move satisfactorily. About \$6,000 a year had been spent in undirected, haphazard advertising which brought no results. To make matters worse a competitor began the packing of the same fish, and went so far as to copy can and label so closely that it required a close examination to distinguish the two.

A price-cutting competition between the two packers was precipitated. Discounts to jobbers and dealers were lengthened first by one and then the other of these brands, until there was no profit left and hardly any business. In

August of 1908 the Monterey Packing Company found itself in this predicament: the current year's pack was still on hand unmoved, and 40 per cent of the previous season's pack *besides*.

This state of affairs called for some decided action. The Pacific Railways Advertising Company was called into consultation, and a campaign of street-car advertising was planned. The appropriation was cut to \$4,000 per year, and one-half runs in the cars of San Francisco were provided for, all other advertising being cut out.

As a preliminary two specialty salesmen were sent out to visit the grocery trade. The retailers



SOME OF THE CAR CARDS THAT DID IT.

had been enjoying the price-cutting war, and were not particularly interested in laying in an extra supply of the goods at a materially higher price, even to meet a demand which was promised, but to them still very unreal. No effort, however, was made to stock the trade heavily. In most cases only a half-dozen tins were placed on the shelves. A fixed retail price of 20 cents a tin was placed on the goods, and the first car cards appeared on September 15th, 1908.

By December 1st following, the business had increased 49 per cent. By March 1st sales had leaped to 100 per cent increase, and on the 15th of April the company was obliged to start the factory, although in previous years it had not been customary to start before

August and continue for two or three months. This change of program was made necessary by the stock on hand—one year's complete output plus 40 per cent of the previous year's—being nearly exhausted.

Thus far the product had been marketed and advertised under the name of "Booth's Crescent Brand Broiled Mackerel." But in July, 1909, the name was changed to "Booth's Crescent Brand California Sardines," to comply with the pure food law, which held that this California mackerel was not really a "mackerel," and therefore could not be sold as such. The fish was then put into the "Sardine" class.

Just how thoroughly this campaign had taken hold is shown by the fact that in spite of this radical change the effect on sales was so small as not to be appreciable. Furthermore, inquiry among the grocers showed that the goods were being called for in just as large numbers by the new name; and this in spite of the fact that

no announcement of change of name was made. The cards were simply altered without comment or explanation, while a few explanatory words were printed in small type on labels for a limited time.

During January, 1909, similar campaigns were started in Seattle, Portland, Tacoma and Spokane, with equally good success, for on August 1, 1909, the company had orders on hand for twenty carloads of the sardines more than they could fill. The factory was now obliged to run every minute that fish could be caught. Its capacity was increased 600 per cent and still could not keep over one month's supply ahead.

The entire advertising expenditure for 1909 was \$14,000. One peculiar feature brought out in this campaign was that, although readers were urged to "demand by brand" they invariably called for Booth's, although the full name was "Booth's Crescent Brand Sardines" with all the emphasis on "crescent brand."

# THE GEORGE L. DYER COMPANY

## 42 Broadway, New York

Successor to

Arnold & Dyer Advertisers Agency  
Philadelphia and New York

Newspaper, Magazine, Street Car  
and Bill-board Advertising  
Business Literature  
Publicity and Merchandising Counsel



## WHAT IS GOOD COPY?

INDIVIDUAL COPY THE BEST—NATURALNESS INVALUABLE—COPY OUGHT NOT TO BE TOO EASY TO UNDERSTAND—PLUCK AND DARING ESSENTIAL—SPEECH AT BUFFALO.

*By E. Leroy Pelletier,*

Advertising Manager, E. M. F. Automobile Co., Detroit.

What is "good copy?" Everyone gives a different answer and everyone is correct. Good copy is just what each man himself considers is good copy. It is individual copy. The general manager always wants something original and then he criticises it. Just as soon as he does that it is not good copy. It is the individual force that the writer puts into his copy that makes it good.

Good copy is salesmanship and if you talk to a man in the natural way you will reach further. There is no rule in advertising. The advertising writer follows the beaten path; one fellow does something a certain way and the other fellow copies it. In writing copy one has to take the customers collectively and make the copy applicable to everyone who reads it. If you have something to say, say it the way you want to. Write your own copy.

We have heard arguments that copy written briefly is the most effective. We have also heard that the copy must be written so that it is easy to understand. I believe that if you can make your copy interesting make it as long as you want it. It is also my belief that it is better to make the copy difficult to understand. Copy written briefly and simply makes a flash, while copy written so that it is lengthy and difficult to understand, if it is interesting, will make an indelible impression upon the reader's mind.

The average man likes to argue. Get him into an argument, if only mentally, while reading your copy. I have found that the best advertising effects produced are by touching the tender spots of the reader.

Pluck and daring are highly es-

sential for successful advertising. If the small ad does not do the business, use a big ad.

## BOOMING THE CITIES

In connection with the movement to boom Salt Lake City, the following figures have been gathered which will be of interest:

Seattle, Wash., spent \$45,000 last year for publicity, aside from the enormous cost of the Alaska-Yukon exposition, and will expend at least \$75,000 this year.

Portland, Ore., is spending over \$100,000 this year and has the same amount pledged for next year.

Des Moines, Ia., spent \$50,000 the past year.

Dayton, O., has \$40,000 for this purpose.

Spokane, Wash., raised a fund of \$60,000 for this year.

Tacoma, Wash., and Vancouver, B. C., each have \$30,000.

Oakland, Cal., is spending \$50,000.

The little city of Boise, Ida., has a \$15,000 fund.

## BYRON A. BOLT ELECTED.

The National Sales Managers' Association has elected as president Byron A. Bolt.

Mr. Bolt was born in Kansas, and, with his parents, moved to Chicago in 1890. In 1902 he made his present connection with the Free Sewing Machine Company, at Rockford, Ill., first as traffic manager and then as sales manager.

The J. O. Ball Advertising Agency has been incorporated in Illinois by J. Otis Ball, John Q. Chadsey and Mabel R. Ball.

The St. Louis Advertising Men's League was addressed May 17th by C. L. Fisher, of the Fisher-Steinbruegge Advertising Company on "Observations on Advertising in Continental Europe."

The Seattle Publicity Club elected officers May 4th as follows: Joseph Blethen, president; A. J. Izzard, secretary; C. W. Martin, treasurer; J. Fredric Thorne, Adolph T. Schmidt, Walter F. Foster, W. W. Chapin.

Will A. Campbell, of the Omaha Commercial Club Publicity Bureau, addressed the Omaha Credit Men's Association, May 12th, on the subject: "Advertising as a Credit Builder." Mr. Campbell pleaded strongly that Nebraska advertise itself.

The Advertising Club, of Baltimore, has received more than \$1,000 in subscriptions to the proposed Institute for Advertising Research, which, it is understood, will probably be located in New York.

# The Stamp of 1847

☛ The postage stamp of the United States Government is no older than the famous "**1847 ROGERS BROS.**" stamp on silver-plated spoons, forks, knives, etc. It was in the year 1847 that both of these stamps had their beginnings.

☛ The significance is that "**1847 ROGERS BROS.**" silverware has a reputation that spans a goodly period of the nation's history—a reputation built by advertising on "*silver plate that wears.*"

In 1847  
"The Wash-  
ington," first  
U. S. Mail  
Steamer,  
sailed for  
England.

**MERIDEN BRITANNIA CO.,**  
(International Silver Co., Successor)  
MERIDEN, CONN.



THE SHINE PATTERNS CO.  
Manufacturers and  
Distributors of  
NEW LINGER LINE JOURNAL PATTERNS  
NEW YORK

GEORGE EAST  
Vice President

THE MONTHLY JOURNAL  
**STYLE BOOK**  
ADVERTISING DEPARTMENT  
RENTINGHAM TOWER  
NEW YORK

NEW YORK  
Metropolitan Tower  
CHICAGO  
222 Marquette Bldg  
BOSTON  
Old South Building

FRANCIS L. WOODWARD  
Publisher Advertising Department

Mr. American Merchant,  
Burlington, U. S. A.

Dear Sir:

Are YOU willing to try an experiment?

Just take a Monthly Style Book home to your wife, or hand it to the woman in your office in whose judgment you place the most reliance.

Let HER tell you why it is that 2,000,000 women go down town every month to their favorite dry goods and department stores to get a copy of this publication — and why it pays 2,500 of the shrewdest merchants in America to spend \$150,000 a year to supply them.

Yes, we agree with you entirely that there are dozens of magazines that will appeal more strongly to a MAN.

But just take three minutes and run through the advertising pages. Note how many advertisers have already discovered that the value of a medium like the Monthly Style Book is not by any means to be judged by its appearance. For by their own interest in its contents.

Seriously, have you ever made a business-like analysis of the Monthly Style Book and weighed its value as a tremendous selling force? Or have you overlooked it simply because you didn't like its looks?

Very truly yours,

*Francis L. Woodward*  
Publisher Advertising Department

\*Send us your name on a postal and the latest issue will reach you by return mail.

Won't You Try An  
Experiment?

THE STYLE BOOKS

Old South Building  
BOSTON

Fourth Avenue at 20th Street  
NEW YORK

Marquette Building  
CHICAGO

## Are You Proud of America?

If you are, your pride must get a shock every time you read the weekly consular reports. In every country of the world, some nation or nations sell more of certain goods than America does, and in lines that the United States should lead—and *could* lead—if only American manufacturers knew the possibilities for them in foreign trade. But did *you* ever take the argument to heart? Did *you* ever stop to think that perhaps it is *your* fault as much as any one of a hundred other things that the United States is so greatly outdistanced in the export trade by England, Germany and other wide-awake nations?

Purely as a business proposition and entirely aside from any patriotic considerations, the question of developing your export trade is a vitally important one to you.

Let us give you an idea of the opportunities there are for you, and what we have done for other American manufacturers going into the foreign field. Our experience of over 32 years makes us competent advisers.

### AMERICAN EXPORTER

**"The Strongest Single Power in Export Trade"**

135 William Street, New York City

## THE SPLIT-COMMISSION CROOK.

A POINTED DIALOGUE WITH ONE OF THIS STRIPE—HOW HE WORKS TO UNDERMINE THE CONSCIENTIOUS AGENT'S WORK.

*By F. Irving Fletcher.*

Advertising Manager, Thompson-Starrett Company, New York.

There will, of course, be those who will contend that such a stigma is too radical, whereas they should be grateful that I stopped at crook and passed up those splendid appellations with which the vocabulary of opprobrium is replete. But let us investigate. In Funk & Wagnall's dictionary, it appears that crook (colloquial) is a professional criminal, a sharper, a cheat. Well, of course, the split-commission-man may not be all of that, but let it go that each of us enjoys the inalienable right of having an opinion. I regard the split-commission-man as a trickster first, last and all the time. He is of two kinds. He either solicits business on a split-commission basis or listens to split-commission propositions from prospective clients. The first is worse, so the second can wait. There may be lots to say in favor of the second, but he who *solicits* business, on the split-commission basis, who offers to pay for your business a part of the commission he receives from the publisher, is without honor or principle, and, like a bald-headed millionaire with a young blonde, hath no argument but money.

He visited me recently, the split-commission-man. He came in quietly, his footfall gentle as the rain from heaven, with an effusive air and a genial smile and, lapsing uninvited into a nearby chair, apologized for taking up my time. Beware of the man who greeteth thee with an apology, for his mind, like still waters, runneth deep, and as a maiden with a man, he hath designs on thee.

He knew I was a busy man, so he told me; and him, too, you shall give a wide berth. For he that greeteth thee with flattery is

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like the housewife who spreadeth rat poison on a slice of bread, his ways are full of guile.

Said the split-commission-man to me, and I to him, in part, as follows:—

"Busy?" "Yes."

"Who handles your advertising?"

"An agency."

"Treat you right?" "Yes."

"Good service?" "Yes."

"Quite satisfactory?"

"Obviously."

"And treat you right?"

"Yes, for the second time."

"What do they pay you?"

"For what?"

"For the business."

"Nothing."

"Is that so?"

"No, *customary*."

"I'll pay you 5 per cent for your business." "You won't."

"How's that?"

"We don't do business that way."

"Oh! Well, I'm sorry, if I have——"

"You have!"

"All the drygoods stores do it!"

"Don't believe it, and don't care if they do."

"Well, good morning, Mr.——"

"Fletcher's my name. And, by the way, you have accomplished one thing, anyway."

"So?"

"Yes, we might change our agency some day if it became loose or inefficient, you know."

"Well, I'll leave my card."

"No, thanks, I have your number, that's enough!" and as he reached the door, I said: "And, of course, if we ever do change our agency, it is well to know of one agency which we can afford to avoid!"

Then I called up our agency and told them that the split-commission-man was out in all his war paint.

"Oh! that's nothing!" came the answer. "He calls on our clients twice a year, so they tell me."

Well, it's a hard world, and the split-commission-man has his uses. He serves to show what a good thing it is to deal with an agency that does business on the level. Nothing like manure to encourage vegetation!



You want to know. We want to tell you. If the facts we advertise—the truths we tell—lead to your advantage, we profit. To induce you to spend your money for space in THE UTICA



would be foolish if not positively harmful and eventually disastrous for us, if it fails to prove at least reasonably successful and is repeated.

Let's start with this idea: Through your success comes ours.

We know the SATURDAY GLOBE'S territory; its class and quality of readers; their buying habits and abilities. We have learned those things from years of experience with varied lines of copy.

That knowledge is frankly and honestly at your disposal, on call.

It's a five cent illustrated weekly newspaper with many magazine features. Reaches 140,000 homes of the thrifty, good living folks of interior New York, New England and adjacent states each week.

SMITH & BUDD CO.

*Advertising Representatives*

Brunswick Bldg., New York; Tribune Bldg., Ch'cago; Third Nat'l Bank Bldg., St. Louis.

# What Do You Know About Advertising?

Millions of dollars are wasted in advertising every year. Thousands of advertisers are chasing the moonbeams in the Hope of finding a pot of gold.

All roads of publicity do not run to the coveted treasure. Many are lost in the maze.

Charles W. Mears, of the Winton Motor Carriage Co., one of America's greatest advertisement writers, has written a series of rational and sensational articles dealing with "Forms in Advertising." In the June issue.

## Judicious Advertising On the News Stands Today

he explains the fallacy of many as to what is "Reason Why" advertising. He shows that "talky" copy



# Judicious Advertising On the News Stands Today

he explains the fallacy of many as to what is "Reason Why" advertising. He shows that "talky" copy is not necessarily "Reason Why" and that illustrated advertisements may in themselves be "Reason Why" arguments. There is much in these articles that will help you to know advertising and business,

## Salesmen! Merchants! Manufacturers! Advertisers!

W. J. Pilkington, the man who in six months, by advertising, doubled the sales of every retail dealer in Newton, Iowa, has written for this issue "The Science of Retail Merchandising."

"Colonizing an Empire by Advertising" is told by S. J. Ellison, J. J. Hill's General Passenger Agent. "Getting Close to the Dealer" will help all manufacturers and salesmen.

"Community Advertising" will interest cities and commercial clubs in building up their towns.

"The Genius of the Overland" is the fascinating life story of John W. Willys, the king of motordom.

Judicious Advertising tells how to sell goods—how to merchandise. It helps to solve the world's greatest problem, "Get the Orders."

## Six months, 25c

Judicious Advertising is on sale at all news-stands at 10c a copy.

Get it there or send 25c for six months' subscription, starting with the first Mear's story.

(1)

PRINTERS' INK.

33

### Judicious Advertising

67 Wabash Ave., Chicago

P. I.

I enclose 25c in stamps for six months' subscription to your magazine.

Name .....

Address .....

City .....

## RUNNING A NATIONAL RETAIL SHOP THROUGH ADVERTISING.

TOBEY FURNITURE COMPANY SELLS ONLY AT ITS TWO STORES, YET ADVERTISES NATIONALLY—NO CATALOGUES ISSUED—HAND-MADE IDEAS PREDOMINANT—MEDIUMS USED.

By Lynn G. Wright.

The Tobey Furniture Co., of Chicago, is carrying on an interesting experiment. It is "keeping store" for the whole country. This is literally true, for although the Tobey Company is a national as well as a local advertiser, it has only one general store, in Chicago, and one specialty shop, in New York. The trade which the advertising creates must be carried on by the purchaser in person at one of these two places.

The Tobey Company occupies a middle station between the strictly local store, drawing its custom from its vicinity, and that large general business carried on by the national advertiser. The national advertiser is merely occupying a larger field than his local brother, for he, too, is "keeping store." His "clerks," however, are the jobbers and the retail dealers all over the land. Big as he is, he could not measure up to the tremendous task of dealing with the ultimate consumer direct. Hence the elaborate machinery of trade that disposes of his goods.

The Tobey Company's organization is like that of the strictly local storekeeper in that its selling machinery is designed only to dispose of goods on the spot; it is unlike the local shop in that it advertises to the country at large. Tobey's resembles the regulation national advertiser in that it looks to the same field for patronage and secures it in a similar fashion; it is unlike, in that Tobey goods can be gotten only in person at the address of the storekeeper.

When the business was started in 1856 by Charles and Frank Tobey, these men, it is safe to say, had no idea of being more than local storekeepers. Their advertising was aimed to sell goods to

their townsmen, whom they knew and who, as a rule, knew them.

But these brothers were possessed of an ideal. They sold goods manufactured by other men. But like all good artists, they desired to originate, to create. Grew up gradually, accordingly, a department of hand-made furniture, wherein the tables, desks, beds and chairs were shaped according to the individual conceptions of the men at the head of the business. Men skilled in the delicate handicraft of making furniture piece by piece with their own

### The Tobey Furniture Stores

(New York and Chicago)

—are acknowledged by traveled connoisseurs to be among the world's foremost expositions of Fine Furniture and Accessories of the better grades. Visitors are always welcome to inspect in leisure the various displays, whether wishing to purchase or only to be informed.

Correspondence concerning any department of our service is invited.

#### THE NEW YORK STORE

11 West Thirty-Sixth Street  
(Near Fifth Avenue)

Here we show only our elegant Tobey Handmade Furniture, in the finest solid mahogany, Chestnut, walnut, rosewood, oak and early maple; also in marble-top, burlwood, rosewood, oak and other rare woods. The designs are by our own artist, and the furniture is made in our own shops by skilled craftsmen possessing the highest order of ability known in the world to-day. The range of prices covers the requirements of the best classes of American homes.





#### THE CHICAGO STORE

Walton Avenue and Washington Street

The displays of the Chicago store are in the same proportions. American mahogany, Chestnut, walnut, rosewood, oak and early maple; also in marble-top, burlwood, rosewood, oak and other rare woods. The designs are by our own artist, and the furniture is made in our own shops by skilled craftsmen possessing the highest order of ability known in the world to-day. The range of prices covers the requirements of the best classes of American homes.

Completely equipped Departments of Interior Decoration are maintained at each store. Representatives will call anywhere in the United States upon application.

**The Tobey Furniture Company** ESTD 1856

SELLING TO WHOLE COUNTRY THROUGH MAGAZINES.

hands absorbed the Tobey brothers' ideals and strove to express them in exquisite woods and by tasteful finishings.

The Tobey brothers had no consuming desire to make money out of this hand-made furniture department. They only wanted it to stand as an expression of the personality of their house, to carry into artistic homes their ideals of furniture making as well as a useful pursuit. For their profits they looked chiefly to the department through which was sold the merchandise of other manufacturers.

In the old days when publicity

had not yet put on its seven league boots, the "personality" department of the Tobey business found itself hemmed in by the bounds of the city of Chicago. As the powers of advertising proved themselves, the brothers saw their way to carrying their ideas of furniture concretely into the homes of the whole country.

A branch store was opened in New York City, in which only hand-made furniture was sold. The philosophy of hand-made furniture was enlarged upon in the New York dailies. It soon became evident that the advertising in the New York and the Chicago papers was going very far afield. Inquiries that came from Ohio, West Virginia, Nebraska, Montana or California proved this. These also demonstrated that only a part of the lovers of the beautiful in furniture lived in the two American metropolises. Well-to-do people from all parts of the United States came to one or the other of the two stores, willing to pay well for furniture made according to the Tobey methods.

The Tobey Company felt that the time was ripe to make an attempt to interest even more people here and there over the country. Advertising was therefore placed in the *Century*, *Country Life in America*, *American Homes and Gardens*, *House Beautiful*, *Life*, *Town and Country*, *Review of Reviews*, *Suburban Life* and *Vogue*.

In this national advertising, copy was written to explain why furniture, to be the very best, must be hand-made. The use of machinery eliminates the personal expression. Correspondence was solicited, but it is to be noted that nowhere was it stated that goods would be shipped after a mail order, subject to approval. As a matter of fact, the Tobey Company will not so ship furniture. It will sell, of course, by mail, making an absolute sale, but it is obvious that few people would invest the price of the high-grade Tobey products before a personal examination.

The address of the two stores



Nearly a year ago a certain manufacturer marketing a product that could be used in every home opened up a campaign in MEMPHIS.

The rigid "one thing to all people" policy of the MEMPHIS COMMERCIAL APPEAL was a little distasteful to him. His experience was limited—the general agency hesitated to take a firm stand—and, well, the COMMERCIAL APPEAL didn't carry that account, although the advertising ran in MEMPHIS.

Perhaps it's only a coincidence, we leave that to you, but this was the only general advertising campaign of any consequence in that field for which the COMMERCIAL APPEAL was not used, and it was the only campaign in the MEMPHIS field during the year which has been called a failure.

Why should any one risk not only their expenditure but their possibilities in that rich and responsive field?

It has been demonstrated hundreds of times that a combination of the right article, a proper distribution and a publicity campaign in the COMMERCIAL APPEAL assures success.

Why experiment?

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third Nat'l

Bank Bldg., St. Louis.

was given in the advertising and a cordial invitation was extended to those interested to visit one or the other of them. Underlying this suggestion is a belief that most possible buyers of Tobey hand-made furniture are financially able to visit either Chicago or New York, if contemplating purchasing something so costly as the Tobey hand-made goods.

To inquirers no "catalogue" is sent. If one is asked for by a correspondent, a booklet beautifully printed with a cover tastefully embossed in gilt lettering, is mailed. In the booklet it is tactfully explained why the Tobey Company does not issue catalogues, and shows its stock only on its floors. The object of the booklet is to give sufficient information to induce persons interested to visit either the Chicago or New York store.

Attractive mention is made, in

**The difference between hand-made and machine-made furniture is not merely that one is made by hand and the other by machinery. The difference is also one of quality.**

The first reason for the use of machinery is to save expense. In machine products it will generally be found that this consideration obtains throughout the entire process of making. If it is desirable to cut down the cost of labor, it is also usually desirable to lessen the cost of the materials.

In the making of Tobey Handmade Furniture all other considerations are subordinated to that of quality; and only in this way have we been able to make this furniture our ideal of a perfect product.

The materials and workmanship will always be the best.

### The Tobey Furniture Company

11 West Thirty-second Street  
(Near Fifth Avenue)

STRONG NEWSPAPER COPY IN CHICAGO.

Why not spend an hour today looking at *the most elegant furniture in the world?*

There will be no obligation, and there will be much pleasure and profit to you if you are interested in fine woods, exquisite joinery and the highly artistic adaptation of lines beautiful to things useful.

Tobey Handmade Furniture represents the highest ideals of the furniture art.

The Tobey Furniture Company  
11 West 32nd Street

POINTED NEWSPAPER COPY IN NEW YORK.

this pamphlet, of furniture for all uses of the household. The pages are written with a confidential air, advising the reader intimately of the whys and the wherefores of the Tobey stock and the Tobey selling practices. Not the least skilful touch in this booklet is a page of portraits showing a number of the Tobey craftsmen, some of whom have been in the Tobey shops for half a century. One staunch old artisan still works

at his bench close to his son and grandson.

The educational argument, or rather explanation, in the daily newspaper and the magazine advertising is essentially the same. It surrounds itself with an atmosphere of having nothing to conceal, of having everything to gain by a complete showing of Tobey methods.

The Tobey company does not put a set price upon a piece of furniture in advance. It is said by George Raymond Schaeffer, of Chicago, who takes care of the advertising, that a piece of furniture is made from the very best wood procurable, and that the time and labor of creating a single item cannot be determined upon in advance.

The advertising, therefore, must create a prestige for Tobey hand-made goods, not unlike the reputation for superiority and dependability aimed to be established by manufacturers of trade-marked goods. Subtlety of expression, suggestiveness of description, an occasional adroit appeal to the good taste of the consumer pervade the Tobey copy.

The newspapers used have been all the Chicago dailies and, in New York, the *Sun*, *Times* and *Post*.

S. O. Ralston has been appointed Western manager for *Travel*. Mr. Ralston is already Western manager for *Recreation* and the *Craftsman*. His headquarters are at 246 Michigan avenue, Chicago.

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## THE BUILDING POWER OF ADVERTISING.

REPUTATION THAT SURVIVES INDIVIDUALS—GOODWILL A MOST TANGIBLE ASSET—PUBLIC DOES BUSINESS AT LONG RANGE—EXTRACTS FROM TALK BEFORE SIOUX CITY, IA.

By G. M. Evenson.

Sales Manager, Knapp & Spencer Co.,  
Sioux City, Ia.

Good business men provide an income for their families after their death by insuring their lives. They should also provide a reputation for their stores that will survive after their death or when they withdraw, actively, from business.

There is not an article offered for sale in the markets of the world that cannot be helped by good newspaper advertising. There is not one-half of the business enterprises appearing in the newspapers that should be there.

The difference between advertising and expense is that while it uses funds, it does not use them up. Every dollar you pay out for good advertising will continue to pay you a dividend as long as you are in business.

Advertising will establish a reputation for a firm that will live after its founder is dead. The name "Marshall Field" is magic in Chicago, and the reputation he gave that store will live as long as the men who conduct it maintain his business standard.

An unadvertised business might be offered for sale in Chicago today and it would bring only as much as the value of stock and fixtures; but advertise the Marshall Field store for sale and the value of its goodwill would be found equivalent to its stock.

Don't understand me as saying that good advertising is all that is necessary for success in business. It must be coupled with good business management.

The law of compensation makes but few mistakes, and you have no right to expect to prosper equally with your competitor who works twice as hard as you do

and spends twice as much money in advertising.

Don't let yourself believe that business to-day is a man to man contact where a personal bond is established between merchant and patron. Business battles are now fought at long range. People want to know your goods, and not you.

## TO ABOLISH COMPARATIVE PRICES.

In view of the growing antipathy as regards comparative price methods, the following statement, made by Vinton M. Page, of Gimbel Brothers, Milwaukee, will be of interest: "After careful consideration, Gimbel Brothers, Milwaukee, decided to eliminate comparative prices from their advertising, and for some time past every line of copy has been strictly censored by both the advertising department and the sales manager.

"It was feared, at the start, that the store would suffer somewhat, but, instead of falling behind, the sales have increased and show a substantial increase as compared with 1909. Notwithstanding the fact that April, 1909, recorded the greatest month's sales in the history of the store, our April, 1910, business shows a large increase, and not a comparative value was used during the entire month.

"Our aim is to establish an absolute confidence in the minds of the public, which shall be long-lived and vital. Surely there's no better way to do it than by telling the truth, the whole truth and nothing but the truth, and by giving the public the greatest possible value for their money. This, we are sure, our public appreciates, and the force of our efforts will be reflected effectively in the minds of the public, who reason out for themselves that the merchant who is constantly giving things below their real value is certainly humbugging them."

## ABOUT PRINTING PRESS NEUTRALIZERS.

UNITED STATES PRINTING CO.  
Largest Color Printers in the World.  
CINCINNATI, O., May 20, 1910.  
Editor of PRINTERS' INK.

Will you kindly be good enough to give us the names and addresses of anyone you know of who manufactures neutralizers for printing presses? Your attention to this request will be appreciated.

C. F. BOWMAN,  
Promotion Bureau.

[A neutralizing outfit consists of a tank and chemicals. The tanks can be purchased from such manufacturers of printing apparatus as R. Hoe & Co., New York City. The chemicals are purchased usually from some drug jobber. The concern selling the tank will give the chemical formula to purchasers.—EDITOR.]

# Tremendous Buying Power

¶ A year ago 436,154 subscribers were receiving Collier's regularly each week by mail. They paid \$5.20 a year for it.

¶ To-day there are over 550,000—an increase of 26% in yearly subscribers. Each pays, now, \$5.50 a year.

¶ 550,000 families paying a total of \$3,000,000 a year in subscriptions for a single periodical; what class of families do you think these are?

¶ Do you know of any other periodical for which the American people pay as much—or half as much?

*F. L. Patterson*  
Manager Advertising Dept.

**Collier's**  
THE NATIONAL WEEKLY

## AGRICULTURAL PUBLISHERS PLAN A BIG BOOST MOVEMENT.

As an aftermath from the recent Agricultural Publishers Dinner held at Chicago (probably the most important occasion in farm journalism up to the present day), a trip East is being planned for next fall.

This trip will be a concentration of attention upon farm paper advertising for Eastern advertisers which is expected to awaken still wider interest in the rural market. A day each will be spent in Detroit, Cleveland, Toledo, Buffalo, Rochester, New York, Philadelphia, Boston. Agricultural experts will address advertisers' gatherings, and a special car will be used throughout the trip.

The Chicago agricultural dinner was participated in by twenty-eight leading farm paper publishers, and was the result of co-operative work springing from the Committee on Agricultural Publications of the Associated Advertising Clubs, which T. W. Le Quatte, of *Successful Farming*, Des Moines, Ia., suggested and of which he is chairman.

Mr. Le Quatte, by a great deal of letter writing and by his committee, F. J. Merriam, of the *Southern Ruralist*, Atlanta; W. A. Whitney, of the *Orange Judd Co.*; J. R. Woltz, of *Farm Life*, Chicago, and W. E. Rankin, of the *Capper* publications—the banquet was made a success. Each of the publishers supplied a 500-word article to be used in a handsome booklet which is now out, called "Why the Farmers of America Buy Merchandise of Quality." The book covers the entire range of agricultural interests which were represented at the dinner, with a condensed presentation of the facts about farm conditions, and the sources of farm wealth.

The most striking addresses at the dinner were made by Prof. P. G. Holden, president of the Agricultural College Extension Association, and Prof. Van Pelt, asso-

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ciate editor of *Kimball's Dairy Farmer*.

It is proposed that Mr. Holden lecture to advertisers later. Those present at the dinner were:

F. B. Schwartz, M. C. Myers, B. D. Butler, Paul E. Faust, F. C. Merrill, B. F. Swain, Chicago; Wm. Galloway, Waterloo, Ia.; A. Smith, Jr., Chicago; E. B. Merritt, Armour & Co.; J. Lewis Draper, Orange Judd Company, Chicago; F. B. Virden, Chicago; A. P. Loyer, Chicago; D. W. Beach, Spencer, Ind.; C. A. Taylor, Chicago; W. M. Springer, Evanston, Ill.; C. H. Porter, Chicago; W. R. Butler, *Prairie Farmer*, Chicago; J. H. Mitchell, St. Paul, Minn.; C. C. Rosewater, *Twentieth Century Farmer*, Omaha; H. S. Ray, Rock Island Lines.

S. E. Leith, New York; F. E. Long, *Farmers' Review*, Chicago; T. D. Harman, Pittsburg; M. R. D. Owings, International Harvester Company, Chicago; K. P. Drysdale, Cadillac Motor Company, Detroit; Wm. S. Grathwohl, PRINTERS' INK; A. Eugene Bolles, *Advertising and Selling*; W. M. Richardson, Chicago; Wm. Ayer McKinney, Chicago.

C. T. Miller, Philadelphia; H. B. Snyder, Chicago; Robert S. Fountain, Chicago; B. W. Rhoads, Chicago; Shelby C. Jones, Chicago; C. P. Dickson, *Prairie Farmer*, Chicago; W. M. Eldred, Mitchell Advertising Agency, Des Moines; W. C. D'Arcy, St. Louis; C. F. Wright, Chicago; A. E. Chamberlain, Chicago; Ivan C. West, *Prairie Farmer*, Chicago; Chas. E. Lynde, *Successful Farming*, Des Moines; F. B. Miller, *Successful Farming*, Des Moines; Thomas W. Lambie, Chicago; J. E. Buck, Chicago; Willard E. Carpenter, Chicago.

Robert E. Ward, Chicago; Dudley Walker, Chicago; B. J. Beardsley, Montgomery Ward & Co., Chicago; Chas. Eugene Powers, Chicago; W. H. Constantine, Chicago; J. B. Mudge, Chicago; R. C. W. Lett, Grand Trunk Pacific Railway, Winnipeg, Canada; E. E. Faville, *Western Farmer*, Spokane, Wash.

P. Harris, Harris-Goar Company, Kansas City, Mo.; F. W. Stilwell, Chicago; E. F. Corbin, Sioux City, Ia.; W. E. Herinan, Chicago; Chas. E. Hall, Brookings, S. D.; W. E. Jewett, Chicago; S. R. McKelvie, Lincoln, Neb.; F. M. Lambin, Chicago; M. P. Linn, *The Republic*, St. Louis; P. V. Troup, Chicago; J. M. Emery, Chicago; C. P. Reynolds, Chicago; P. V. Collins, *Northwestern Agriculturist*, Minneapolis; A. C. Langworthy, Fairbanks-Morse Company, Chicago; Chas. R. Ketchum, *Farm Progress*, St. Louis; Geo. M. Burbach, Chicago; *Farm Progress*, St. Louis, Mo.; S. W. Barnes, Paper Mills Company, Chicago; E. I. Mitchell, Mallory & Mitchell, Chicago; H. Jenkins, Cable Piano Company; Wm. H. Rankin, Mahin Advertising Company; W. C. Hoeftin, Mahin Advertising Company; Seth Brown, Chicago.

Prof. Hugh G. Van Pelt, Waterloo, Ia.; S. C. Dobbs, Atlanta, Ga.; Prof. P. G. Holden, Ames, Ia.; P. S. Florea,

Would you be interested in a magazine which published your photograph and a sketch of your life? Would your friends be interested? Would you be inclined to subscribe to such a magazine? There you have the appeal of Human Life. It is the magazine about people, real live flesh and blood. You may send your message to some of the most important people of the world through Human Life.

# Human Life

THE MAGAZINE ABOUT PEOPLE

ADVERTISING  
DEPARTMENT

BOSTON  
NEW YORK  
CHICAGO



# LESLIE'S WEEKLY

## NOW

## GUARANTEES

Over a Quarter Million  
Copies Weekly

In excess of 250,000 copies weekly—and growing all the time. That's the *numerical strength* of Leslie's circulation. Let us prove to you its *quality strength*—that Leslie's is read regularly by the best purchasing class in America. To them it is a "Kodak" of current events—a necessary part of their weekly lives.

Our circulation books are wide open to any Advertiser or Advertising Agent. They are regularly examined by the American Association of Advertisers—and our statements verified. Let us tell you what Leslie's Weekly has done for keyed advertisers—who *know* when a paper is paying them.

**ALLAN C. HOFFMAN**

Advertising Manager  
NEW YORK

**C. B. NICHOLS**

Western Manager, Marquette Building  
CHICAGO

Indianapolis, Ind.; Frank B. White, Chicago; Wm. Thompson, Kalamazoo; T. W. Le Quatte, *Successful Farming*, Des Moines, Ia.; S. C. Berberick, Chicago; F. A. Robbins, Chicago; W. C. Allen, Aberdeen, S. D.; C. E. Rogers, Chicago; Albert G. Wade, Chicago; P. R. Finlay, Chicago; H. E. Beverag, Madison, Wis.; J. C. Billingslea, Chicago; E. T. Meredith, *Successful Farming*, Des Moines, Ia.; C. Leon Barritt, Chicago; George Pelleine, Chicago; E. T. Wood, Chicago; E. W. Rankin, Copper Publications, Topeka, Kan.; C. W. Steine, Chicago; H. B. Le Quatte, Chicago.

D. C. Goldstein, Chicago; Geo. W. Mason, Wilmette, Ill.; Jas. M. Irvine, *The Fruit Grower*, St. Joseph, Mo.; E. M. Wilson, Louisiana, Mo.; C. D. Strow, Chicago; J. L. Strow, Chicago; Fred. A. Farrar, Chicago; R. W. Hadden, Chicago; Julian Worthington, Chicago; B. Q. Tufts, Chicago; Wm. J. Brown, Jas. F. Bird; W. G. Watrous, Sherman & Bryan Company, Chicago; Roy V. Rice, Milwaukee, Wis.; B. A. Leisnering, Chicago; Harry J. Gottlieb, Chicago; E. E. Bullis, Chicago; W. E. Rhodes, Chicago; M. C. Young, Chicago; R. O. Rice, Milwaukee, Wis.; D. B. Wellington, Milwaukee, Wis.; Smith B. Queal, Cincinnati; H. L. Simmons, Springfield, O.; A. D. McKinney, St. Louis, Mo.; E. Greiner, N. W. Ayer & Son, Lansdowne, Pa.; Oliver J. Prentice, Chicago; Thos. J. Turley, Ownesboro, Ky.; F. J. Merriam, Atlanta, Ga.; Clarence Poe, *Progressive Farmer*, Raleigh, N. C.; Albert H. Hopkins, Chicago; J. H. Fisher, New York; F. V. Peterson, Chicago; R. W. Boyden, Chicago; F. W. Maas, *Advertising and Selling*; J. H. De Young, Jr., Chicago; Chas. F. W. Nichols, Chicago; W. N. Cotter, Chicago.

### IN THE COMET'S TAIL.

REGAL SHOE COMPANY.

WHITMAN, MASS., May 23, 1910.

Editor of PRINTERS' INK.

My orbit appears to be in the midst of the tail of a comet consisting of follow-up letters from you, inquiring why in thunder I don't renew my subscription to PRINTERS' INK.

Let me explain that I am getting PRINTERS' INK regularly, and eating it alive with equal regularity, but the house is paying for it on a long-time subscription and I am \$2.00 ahead of the game. See?

EUGENE M. WEEKS,  
Manager Advertising Department.

"A Book of Topeka Homes" is the title of a little booklet which has been sent out to 5,400 names by the Promotion Committee of the Topeka (Kans.) Commercial Club. The list was compiled by the co-operation of the 900 members of the club, who were asked to suggest non-resident families who had ever contemplated or might contemplate moving to Topeka.

Mrs. W. S. Wolff, formerly advertising manager of *Paris Modes*, is now on the advertising staff of *Town Topics*.

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## CONGRESSMEN SAY GOVERNMENT ISN'T A BUSINESS.

Representative S. C. Smith, of California, and Representative John W. Weeks, of Massachusetts, who is chairman of the House Committee on post-offices and post roads, both recently intimated to a meeting of the United Typothetae of America that the bill to cause the government to discontinue printing return corner cards on stamped envelopes will undoubtedly be passed. Upon this occasion Mr. Smith criticised the present-day press and magazines.

"There never was a time," he said, "when the newspapers and magazines had less influence for good than they have to-day.

"They deal only in superlatives. They are not leading the public.

"They can't elect a mayor of a city.

"The present-day magazines are filled with utterly lurid tales about Government affairs. Not one page in a hundred thousand is devoted to telling the good there is in the Government. The people are being surfeited with superlative tales of wrongs that cannot be substantiated.

"The press of the country is riding for a great fall unless it gets back to the old-fashioned way of stating facts.

"The basic principle of our form of government is that the work of the country should be done by the people of the country. The Government of the United States is a government and not a business.

"It should get out of the printing business."

The Chamber of Commerce, of Tacoma, Wash., is out in an endeavor to get college graduates to come and settle in Tacoma. Literature descriptive of the city and contiguous territory has been sent out to various universities. The University of Michigan received two hundred pounds alone. It is felt that a great many graduates will be influenced by this literature in the selection of a location. The Chamber of Commerce is trying to get in touch with Tacoma people who have gone East to school. Literature has been sent to Harvard, Yale, Wisconsin, Illinois, Washington University of St. Louis and St. Louis University, in addition to the coast institutions.

The Salt Lake Ad Club, of Salt Lake City, launched a big campaign against fake advertising at its May meeting. The feature of the programme upon that occasion was a sketch entitled "The Advertising Fakir." The characters were: "I Will Soakem," an advertising fakir; "Y. U. Fallforem," an "easy mark" merchant; "C. R. Adwriter," advertising manager for "Goodfellow & Co."; "B. A. Goodfellow," general manager "Goodfellow & Co." The rôles were taken by J. H. Janney, Malcolm McAllister, E. F. S. Lane and A. E. Hubbard.

A proposition is up before the Borough Council of Belmar, N. J., to advertise that locality in the newspapers on a co-operative scheme.

# LESLIE'S WEEKLY

May 26th, 1910.

Revised Schedule of rates for advertising space in Leslie's Weekly based on a guaranteed weekly circulation of 250,000 copies.

On September 1st, 1910, the rate for space in Leslie's Weekly will be \$1.00 a line.

Contracts now on file in our office will be completed. Contracts at the 75 cents a line rate to run until January 1st, 1911, will be accepted, if filed prior to September 1st, 1910, provided insertions are ordered to begin before October 1st, 1910.

May 1st, 1911, the rate for space in Leslie's Weekly will be \$1.25 a line.

Contracts filed now will hold the 75 cent rate until January 1st, and the \$1.00 rate until May 1st, 1911.

**ALLAN C. HOFFMAN**

Advertising Manager  
NEW YORK

**C. B. NICHOLS**

Western Manager, Marquette Building  
CHICAGO

## *For the Retailer*

**Highest grade, specialized  
advertising service at a cost  
equaling the office boy's salary**

**O**UR service assists you in the formation and execution of your merchandising and selling plans.

Through our merchandising board (composed of big merchandise men in the various lines of business) we issue frequent bulletins that keep you abreast of the times, and ahead of your competitors.

Through our advertising staff (composed of high-grade advertisement writers and commercial artists) we supply you with all your advertising copy and illustrations, carefully executed to meet the exact requirements of your business.

Below is a list of 39 lines of business. We offer to one man (or firm) in each line the opportunity to obtain the exclusive rights to our service for his city. Check off your line of business, sign your name at the bottom of this page, and forward it to us if you want to be *the* man.

One firm in a line in a city. The cost to you will not exceed the office boy's salary.

Retail Shoes

Bakers

Real Estate

Druggists

Coal Dealers

Florists

Savings Banks

National Banks

Trust Companies

Stationery Stores

Cigar Stores

Furniture Dealers

Jewelry Stores

Hardware Stores

Laundries

Transfer and Storage

Haberdashers

Hatters

Restaurants

Confectioners

Music Stores

Opticians

Clothing Stores

Milliners

Tailors

Monumental Workers

Plumbers

Electricians

Credit Stores

Livery Stables

Harness Stores

Roofers

Cleaners

Fruiters

Painters and Decorators

Electric Light Companies

Gas Companies

Street Railways

Bottlers

**The Retail Advertiser's Service, Inc.**

**HORACE M. GODDARD, President**

**Times Building**

**New York**

## *For the Publisher*

# The legitimate development of new local advertisers on yearly contract basis

**W**E grant a Franchise to one paper in each city (large or small). The Franchise gives to that paper exclusive rights in the use of our Service for the legitimate development of local advertising on a yearly contract basis.

We place a trained advertising-merchandising man in your territory to develop, through our service, a specified, guaranteed amount of new business for your paper.

If the Franchise is not assigned in your city we shall be glad to correspond with you or send a representative to you to show you *what* we do, what we *have done* and *how* we do it.

Franchises have been placed in the following cities:

AMSTERDAM, N. Y.  
ATLANTA  
BRIDGEPORT, CONN.  
BUFFALO  
ERIE  
FORT WORTH  
HARRISBURG  
MOBILE  
MONTGOMERY

OMAHA  
READING  
SANDUSKY, OHIO  
SAN FRANCISCO  
SCHENECTADY  
SCRANTON  
TROY  
WATERBURY, CONN.  
WILMINGTON

## The Retail Advertiser's Service, Inc.

HORACE M. GODDARD, *President*

Times Building

New York

# Our Last Year's Increase Was \$2,347,851

During the last fiscal year—our thirty-seventh year—our volume of advertising increased \$2,347,851 over the year before.

That single year's *increase* is in itself a very fair advertising agency business. Not more than one agency in a hundred, perhaps, handled last year in total as much as we added.

This new fiscal year finds us placing more advertising than was ever before placed through any one channel.

These facts are not mentioned boastfully. We are not proud of mere volume. We are even aware that there still exists some mistaken prejudice against a big agency.

But the manner of this increase has a meaning to every possible advertiser. It is the *lesson* of the fact which we wish to point out.

A very small part of this increase was due to the securing of new accounts. For most new accounts are in embryonic state, and the first year is usually a year of experiment. Not until later do they add much to our volume.

That increase was almost wholly due to the expansion of old accounts—to the extension of advertising which we had made profitable.

That is the fact which gives to this increase all of its signal significance.

## All Done With Visible Profit

Every year there is spent through us many millions of dollars to advertise hundreds of lines. And practically all of this advertising is done with a visible profit to the advertiser.

We are all the time handling experimental campaigns, the results of which are not yet seen. But the total is a pitance when compared with our volume.

All the rest is spent on plans which are already proved out, and the results are as clear as any other profits in business.

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Our methods all tend to safe advertising. No client of ours is encouraged to spend any large amount until he spends it on an absolute certainty.

No advertiser here ties himself up by a contract. None makes any commitment about what he will spend.

We expect clients to remain with us only so long as we bring better results than can anyone else. We expect them to spend here only so much as they can spend with a visible profit.

So there are very few dollars among the millions we spend about which there is any uncertainty.

### How We Minimize the Risks

Most of our best accounts started from small beginnings. We undertook the campaigns because we believed that the articles had possibilities.

On many of them we spent several times our commission during the days of experiment.

If a mistake was made it was not a costly mistake. And

every success opened up vast possibilities.

That is the plan we still follow. Even the ablest men can't be infallible. People will not always buy what we expect them to buy. But the risk is so little, and success means so much, that you will find our plans very inviting.

### Judge by Records

In selecting an advertising agency, the safest guide one can have is its records. You are likely to find the greatest help where hundreds of others have found it.

What an agency has done best tells what it can do. We are glad to be judged by that standard.

You will find more successes here, and greater successes, than in any other concern in the world. You will find here more able and experienced men than on any other advertising corps.

If you will simply write us that you would like to investigate, we will send you a man who knows.

## LORD & THOMAS

Newspaper, Magazine and Outdoor Advertising

Corner 5th Avenue and 28th Street . . . . NEW YORK  
Corner Wabash Avenue and Randolph Street, CHICAGO  
New England Representative, Globe Building, BOSTON

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

## STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
HUMBOLDT BANK BLDG.  
SAN FRANCISCO

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## "The Economical Way to Cover the Country Is to Advertise by Districts"

### XI

Ask the dealers who handle your goods here how to cover

### The Advertising District of Cincinnati

most effectively and economically. They will answer you from their own experience—the experience of men who are on the ground and know conditions. And they will tell you that when they themselves advertise they use

## THE CINCINNATI ENQUIRER

because it is the great home newspaper of this entire district, influencing consumers as does no other medium.

The *Enquirer* gives you a circulation without waste at a rate which enables you to move your goods at economical cost.

Foreign Representatives

I. A. KLEIN

Metropolitan Tower, New York

JOHN GLASS

People's Gas Bldg., Chicago

them all over the country and mould public opinion."

It was the usual mistake. The effect of the expensive circulars was to be conditional upon their being printed, folded, inserted, mailed and delivered within a few days. They could not hope to accomplish anything unless they were read (doubtful) by thousands everywhere, and unless they were so strong argumentatively (more doubtful) that they persuaded and incited those thousands to definite action along co-operative lines *all within the short space of a fortnight*.

Mr. Lesan pointed out the folly of expecting any such Elysium-like results. As a substitute method, he proposed an unheard-of thing, an immense, simultaneous newspaper campaign from coast to coast, taking the problem direct to the people and continuing to do so until success came or all hope vanished. The result was the abandonment of the circular idea and the substitution of the newspapers.

The copy for the first ad, to run four columns, ten inches, or 560 lines, was written on Thursday, May 12th. On Friday this copy was done into type and mats were made. The following day these mats were sent out to newspapers all the way from New York to California, over a hundred of them, representing fifty cities in all. Along with them were sent contracts for 10,000 lines, indicating that other copy was to follow. The second piece of copy went out the last of last week.

The first appearance came Monday, May 16th, in New York and the East. The offices of the League were inundated with letters containing signatures of sympathizing parties. Scarcely a mail was delivered after the first appearance but contained at least 200 replies, from which the numbers ran well up into the thousands. Within a week the number of names thus secured was estimated to be upwards of 100,000, and *not one discouraging, anonymous, critical, joking, insincere communication* had been received, a result looked upon as truly won-

derful in view of the extent of the movement. Not only that, but, in addition, though no direct request had been made for funds, many hundreds of dollars came in every day in small bills, thus further insuring the continued success of the movement.

One incident at the Senate hearing on the Owen bill, held May 19th, is of interest. When the proper time came for those opposing the bill to speak up, a representative of the League arose and, in the course of his remarks, took occasion to say that he had no doubt but that his organization had at that time fully 30,000 names of those opposed to the bill. At that, Senator Martin, the chairman of the committee, interrupted to say that he could not for a minute question that statement, inasmuch as he had himself been the recipient of upwards of 1,000 telegrams from representative people who were opposed to the bill. Upon another occasion Senator Depew, who is also a member of the committee, took occasion to say that in all the course of his long and varied experience as a national legislator, he had never been the recipient of so many letters and telegrams from persons of unquestionable intelligence. The effect upon the congressional bills has been to put a quietus upon them for the present at least.

It has evidently been demonstrated that in advertising lies an inestimable power along national political lines. How this political power will be utilized in the future can only be conjectured.

The municipal advertising idea is rapidly spreading in Iowa. Keokuk is the latest city to prepare for it. It is announced that the *Scientific American*, *World's Work*, *Iron Age*, *Review of Reviews* and *World Today* are slated for a campaign.

A new daily paper is announced for Topeka, Kan., to be called the *Democrat*. A company backed with a million is said to be behind it. Publication is set to begin August 5th.

Howard Davis has been promoted to have general supervision of the advertising of the *New York American*, daily and Sunday. Mr. Davis got his first newspaper experience in Scranton, Pa.



## RESULTS TALK

"We did the largest two weeks' business the early part of May we have done since the opening of this store, three years ago. \* \* \* You have carried our advertising from the beginning, but for the past year we have used the BINGHAMTON PRESS exclusively, believing it to be the greatest result getter in the local fields."

(Name and particulars on request.)

The same day the head of the biggest drug store in Binghamton was asked which patent medicine had the best sale in that city. He instantly named a remedy which has for several years been advertised exclusively in the BINGHAMTON PRESS—saying it "led the bunch by a wide margin and was one of the strongest sellers here I have ever known."

(Name on request.)

The BINGHAMTON PRESS, as a newspaper and as an advertising medium, covers Binghamton completely and thoroughly.

Average daily circulation over 21,000. It enters more than 90% of the homes of Binghamton each day.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Third Nat'l

Bank Bldg., St. Louis.

## Now in Chicago

I have established an agency for our periodicals in Chicago and we are also going to publish Chicago editions.

I want representatives in other cities. Our three publications are winners—both for contract advertising and special edition work. The commission is liberal and there is a future for right men.

Applications wanted from New York, Philadelphia, Detroit, Baltimore, Pittsburg, Boston, St. Louis, Milwaukee, Montreal, Toronto, etc., etc.

Address

**RALPH C. CLYDE**

P. O. Box 211

CHICAGO, ILL.

Adv. Manager THE BENEDICTINE PRESS

P. S.—See back numbers of *Printers' Ink* regarding our proposition.

## Advertising Manager & Copy Writer

Mr. Manufacturer, do you need an all-round advertising manager and copy-writer who measures above the standard of mediocrity?

For you, I can plan trade-winning campaigns, write strong, virile copy and assist in getting your product before the trade.

I am college trained, an ex-newspaper man, and have been in my present position as advertising manager of a large Chicago manufacturing enterprise for three years.

Am aggressive, enthusiastic and claim the faculty of analysis. Have an expert knowledge of printing and engraving, can plan, write and lay out effective catalogues and booklets, also write and lay out distinctive magazine and newspaper advertisements. As a sales and follow-up correspondent, I have been very successful.

I can save my salary on your printing bills. Make me an offer.

**W. J. R., Printers' Ink.**

## BRYAN, OF ST. LOUIS STAR, ON OBJECTIONABLE ADVERTISING.

Before the Missouri State University School of Journalism, W. G. Bryan, Advertising Manager of the *St. Louis Star*, formerly of the *Kansas City Journal*, made a pointed plea for clean advertising columns. He said in part:

"I know it's hard to throw out what might be termed undesirable advertising because it generally pays the highest rate, but leaving aside the matter of honesty I want to advance the statement that it pays to do this, and point to the magazine publishers of America.

"If this policy is good for the magazines it should be equally as good for the newspapers, and this has been proved by my remarkably successful chief, E. G. Lewis. During the first year of Mr. Lewis' management it eliminated over 100,000 lines of advertising because it was considered objectionable.

"It takes a pretty well-developed bump of courage to eliminate this amount of business from a newspaper when one is just starting to build. But courage, confidence and the firm belief that 'right makes might' have been the things which have pushed all the Lewis publications to the present high position they now hold with both readers and advertisers.

"But the 100,000 lines eliminated from the *Star* is nothing in particular when one considers that Mr. Lewis, with one stroke of his pen, threw out business amounting to over \$100,000 a year because in his opinion he could not personally stand sponsor for some of the statements and some of the claims made by some of the advertisers appearing in the columns of his different publications, *The Woman's National Daily*, the *Woman's Magazine*, the *Woman's Farm Journal*, the *Journal of Agriculture*, *Palette and Brush* and *Beautiful Homes*."

It has been decided that the seventh annual commercial tour of the Nashville Booster Club will be a five days' trip, leaving Nashville May 30th on a special train having on board some of the biggest commercial men of Nashville, as well as a uniformed brass band. A letter has been addressed to the mayors of the sixty towns to be visited which says in part: "Our merchants want to know you and your people; they want to help you in your undertakings; they want to buy of you and sell to you."

The Advertisers Club of Louisville, Ky., is planning a big meeting for the latter part of this month, when it is expected that two noted publicists of national fame will address the members.

A former governor of the state of New Hampshire, Nahum J. Bachelier, is taking an active hand in advertising the abandoned farms of the state and in seeking to get new settlers upon them. He is editor of the 1910 edition of the little book gotten out by the State Grange, entitled "New Hampshire Farms for Summer Homes."

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## ADVERTISING MUNICIPAL WATER SERVICE.

At the thirtieth annual convention of the American Water Works Association held in Reading, Pa., Dow R. Gwinn, of Terre Haute, Ind., spoke as follows as regards the proposition of advertising a water works:

"I believe in publicity—in letting people know about your business. With a first-class water plant, furnishing good water and satisfactory service at reasonable rates, and with courteous treatment to its patrons, the management is missing a golden opportunity if it fails to keep the public informed. Truthful information about the plant and its business, given to the public in the advertising columns of the local press, is a safeguard.

"To take a concrete case, we used advertising space in the Terre Haute papers to show our patrons that it was to their advantage as a whole to use meters; that the objections to the meter system were in the minority and that the average occupant of a dwelling house could save money on the meter basis.

"After a good deal of personal experience, the writer believes that a straight advertisement, published in the advertising columns, with the name of the company attached, has more weight with the reading public than an article in the news columns which is supposed to have been written by the editor, but which the average person knows was bought and paid for by the company interested. In other words, it is better to come out in the open and let it be understood you are paying for the space and do so in order to give valuable information to the public."

On Friday, May 20th, a new publication called *Shoe Topics* was launched from the offices of the Association of Superintendents and Foremen at 146 Summer street. It aims to furnish information on all matters relating to the shoe industry and will be the official organ of the several superintendents' associations.

The Leven-Nichols Advertising Company, of New York and Chicago, has opened a branch in Toledo, O.

W. Barret Hawkins, who for the past three years has had charge of the advertising of the Pope-Toledo Motor Company, will have charge of the office.

*American Fruits*, which has been published at Rochester, N. Y., for the last eleven years, will be enlarged with the June number by the addition of text matter of general interest to the farmer and to the agriculturist generally.

The Department of Agriculture has just issued a new agricultural Year Book. It is smaller than usual, but more comprehensive than ever.

## The Chicago Record-Herald

During April, 1910,  
advertising in The  
Record-Herald

### Gained 15,200 Lines

over April, 1909—  
the eighteenth consecutive month of  
advertising gains in

*The*  
**Chicago Record-Herald**

New York Office, 437 Fifth Ave.

"There are always two  
sides to every story"

**I**F the great public service corporations would take the people more intimately into their confidence, the money gain would have to be computed in millions.

**H. E. Lelan Advertising Agency**  
527 Fifth Avenue, New York  
Telephone 3023 Murray Hill

## CHICAGO ADVERTISING MEN'S FAMOUS CHARITY.

THE "OFF-THE-STREET CLUB" AND ITS GREAT ANNUAL BASEBALL AND POP-CORN EVENT—MANUFACTURERS AID IT WITH PRIZES.

Go into most any advertising office in Chicago on a certain day in May, and ask for Mr. Agate or Mr. Special. In four tries out of five it is likely that the answer will be, "Gone to the game."

"Where?" you will ask, after you have begun to think these Chicagoans are the rabidest fans you ever heard of.

"At the White Sox grounds."

"But there is no game scheduled there to-day," is your reply to the office boy.

"Yes there is, too. Ain't no league game, though. It's the advertising men's game for the Off-the-Street Club, and they are havin' a lot of fun out there, you bet."

Then if you are a manufacturer of an advertised product, or a publisher, you may remember vaguely about this club, and about how, three or four times in the past, once a year, you have received an appeal from Chicago for this now widely famous charity.

Doubtless you will remember that you have responded to this "touch" by sending along a watch, or a wagon or a variety of varnish, thinking it would be policy to "stand in" with the Chicago advertising men. But if you did not know all the ins and outs of this unique and most worthy work, you can read about it now.

The Off-the-Street Club is strictly a charitable enterprise carried along by the Chicago advertising men, aided by their good friends, the manufacturers, the country over. It is housed in a little gray building in West Congress street, in the slum section of the town. To it turn for advice, instruction in several useful trades, and for even food and clothing, some 250 children of needy families who live in this district, where the struggle to exist

is of body breaking, heart wracking intensity. These children, ranging from six to sixteen years of age, would otherwise be roaming without restriction through the alleys of their neighborhood, picking up the precocious evil wisdom of the streets—how to pick pockets, to "lift" a diamond from a wandering sport, to get away with little thefts from the shops.

One J. McMurray started a little home about a dozen years ago in the midst of this section, and made it pleasant and instructive for the young people around.

He interested Mrs. A. Crossman, who, in turn, interested her nephew, Frank H. Thomas, son of Al. Thomas, of Lord & Thomas, and Western representative of *Comfort*.

Ten years ago Mr. Thomas began to go around among his associates in the Chicago advertising world and drum up funds and arouse interest in the work.

In 1904 some one suggested that it would be a good idea to play a benefit ball game, the teams to be composed of agency men, special representatives and advertising men in general. The affair netted \$570. This was turned into the club's "treasury," and gave the work a new life. Next year the game brought in \$700, and last year the funds growing out of the game and the accompanying features reached the total of \$3,300. By close economy this money keeps the home and provides a fund, which is growing, that will build a house for the waifs within a year or so. Last year the total expenses amounted to about \$2,100.

This year's game and celebration, held May 28, broke all records. No more generous men exist than advertising men and manufacturers. As they have ascertained the fine character building work being done by the unpretentious little club they have exercised their ingenuity and given their time to furthering the cause. In addition to the rudiments first taught, there is now instruction in music, sewing, cooking, and other household and industrial

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crafts. Christian morals are inculcated. The club has increased in membership steadily, from the original band of fifty boys and girls. The superintendent every day is hearing some child telling of home troubles and is feeding some urchin who has not had any food to eat at home.

Comiskey, the American League baseball man, donates his grounds where the White Sox play. A dollar admission is charged, and the advertising men bring their families and their friends.

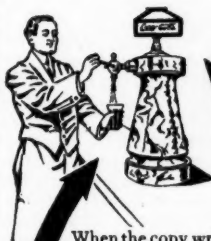
While the baseball game is the star attraction, there is other fun that brings in money. For instance, the sale of Crackerjack, 4,000 boxes of which are given away by its makers for this occasion, nets several hundred dollars. This Crackerjack idea was originated by Fred Cole, Western manager of *McClure's*. Into a certain number of boxes are placed slips, entitling the lucky buyer, who pays twenty-five cents for the package, to one of the articles given by manufacturers. In their eagerness to draw one of these prize packages, the men will buy ten or fifteen boxes. The articles are thoroughly worth while. One lady last year after repeated purchases of Crackerjack drew a slip entitling her to a set of Robert Louis Stevenson's works, given by the publisher. A special agent, after he had lost hope, drew out a slip which made him the owner of a fine wall safe. Other slips entitled lucky ones to subscriptions to *PRINTERS' INK*, and most of the other magazines, to furniture, to candies, to fountain pens, to clothing, toilet goods, engines, in fact to about everything manufactured in American plants.

After the game, the grounds are strewn with hundreds of packages of Crackerjack, which the baseball management good-naturedly cleans up.

Last year a feature was the Kazoo Band, with instruments made of papier maché. The Atlas Club helped to promote the good time this year with a chorus of forty voices. Seventy-five members of Chicago's police force gave an exhibition drill.



## Brain Fagged?



When the copy writing or the soliciting day's work has fairly squeezed every drop of juice out of your brains and your nerves are tied in hard knots buy yourself

A Glass of

# Coca-Cola

It will relieve your mental and bodily fatigue—calm your nerves—refresh you and please your palate.

**5c**  
**Everywhere**

Whenever you see  
an Arrow think of  
**Coca-Cola**



## INFLUENCING CONSUMERS TO USE THEIR OWN MINDS.

PATTON'S PAINTS USES NO DIRECT SOLICITATION—AIMS TO LEAD PEOPLE TO MAKE THEIR OWN DISCOVERIES—\$20,000 A MONTH SPENT ON TRADE WORK AND OUTDOOR SIGNS—THEORETICAL CHARGE SYSTEM—\$200,000 MAGAZINE, NEWSPAPER AND FARM PAPER CAMPAIGN BEING PLANNED.

By M. B. Elwood.

Is it better to let the consumer discover things for himself from advertising, or is it best to lasso the reader and lay out the whole story before him, with the right conclusions all cut and dried and the path of action all ready made and marked out for him?

Does the public like to be seized with a masterly psychological hand and be told minutely what to do and what it likes? Or does the public become a stronger customer if it is allowed the pleasure of doing the reasoning itself?

Patton's Paints, Milwaukee, believes in the latter proposition. The idea behind all Patton's Sun-proof Paint advertising is that the reader or observer should be led to arrive at his own conclusion that the paints are good, and not thrust, pulled or browbeaten into a more or less reluctant admission of quality.

The house owner is surrounded by an atmosphere of Patton quality. From several different sources, from his dealer, from outdoor signs, from window displays and from circulars in his mail, he is subject to the suggestive Patton outdoor advertising and trade work. This, the Patton people believe, unobtrusively starts a favorable train of thought and points the way to a conviction of Patton goodness—a conclusion which the consumer doubtless would swear he had arrived at after a course of uninfluenced thinking and personal observation.

There is accordingly in no leaflet or circular or form letter or

outdoor sign a *direct solicitation* to buy Patton's. And this in the face of the fact that several millions of pieces of printed matter a year go to the dealer or through him to persons in his territory. \$20,000 is a frequent amount for one month's printing bill.

A good example of this Patton idea of indirect solicitation was a window display of which several thousand were put up by dealers. This display was a very pretty piece of lithographic work, besides being a clever sample of suggestive advertising. As appearing in the window it gave a purely decorative impression at first. In either corner was a pile of roses in their natural colors;



GENERAL PUBLICITY FOR A FAMILIAR BRAND.

"falling" through the air half way up the window were a score of other roses. Naturally a passerby would feel curious to know whence these beauties were tumbling. His eye would instinctively be lured up on towards the top, where it would discover a bright and smiling sun, fringed with rays, which is the familiar Patton trade-mark. "Sun-proof Paints" would be printed upon the face of the cheerful orb and that was all.

"We might have covered this display with the name of, and arguments for, Patton's Paints," said Mr. King. "But I believe that we secured a peculiar forcefulness by leading the observer to *discover* for himself where those roses were falling from. He would have a feeling of satisfaction that would cause the name of Patton to linger long in his memory,

# LITTLE TALKS

## With Wise Advertisers

### NUMBER 1

#### Campaign of Education by the Textile Newspaper of Paid Circulation

THE attention of every person in the United States who is concerned in placing advertising in technical publications, is being attracted to the great educational campaign of the **AMERICAN WOOL AND COTTON REPORTER**, which is establishing the fact that the only genuine test of the circulation of a trade newspaper is the amount of money collected from paid subscribers.

The attention of advertisers is being aroused by the **AMERICAN WOOL AND COTTON REPORTER** to the enormous development of the textile industry which now employs one-fifth of all the power used in the United States and produces goods far exceeding in value the output of the iron and steel industry.

The textile industry has become the King of all industries and the true barometer of the trade of the world. To properly educate those advertisers who desire to secure participation in the rich purchasing power of this great textile industry, the **AMERICAN WOOL AND COTTON REPORTER** has been publishing the challenge, which will appear upon this page June 16 so generally that it must finally meet the eye of every advertiser.

## American Wool and Cotton Reporter

FRANK P. BENNETT & CO., Inc., Publishers

Boston New York Philadelphia Washington Charlotte

much longer than if we had done the conventional thing by putting the advertising everywhere. Window displays can as well be tactful as other means of advertising. I believe that if they have suggestion and stimulation they are more valuable than otherwise.

"The suggestive linking of the name of Patton with the really beautiful display had the virtue of joining the thoughts of our paints with a very pleasant impression.

"Some time ago we originated a sunflower window display. The dealers clamored for it. Requests for it came even from persons who at first thought would not be paint users. One woman had shipped to her several sets, so that she could decorate her hall in what she felt was a unique manner. Was the name of Patton put all over it? It was not. It could be found only after a somewhat careful scrutiny, printed in twelve-point type upon the flowers. Judging from results, I believe that the efficacy of this unobtrusive kind of advertising is usually underestimated."

There is probably not another enterprise so large as Patton's which is concentrating so effectively upon trade work, and advertising through the trade. An immense supply of leaflets, folders, counter cards, form letters, window hangers, signs, etc., are used. Mr. King has put this sort of advertising to test in a great many ways, and believes that it can accomplish big results. He told a story in point.

A hardware merchant had been repeatedly approached with a proposition that he carry the Patton line. Each time he had some objection. Mr. King studied the ground at a distance of three or four hundred miles. He found out the strategic advertising points of the dealer's district and hemmed him in with Patton signs, and other outdoor advertising. He secured a good list of homeowners in the neighborhood and systematically flooded them with literature setting forth the virtues of Patton's paints. Only two letters, and these of a very formal,

stereotyped order, were mailed the dealer in the course of the bombardment.

Mr. King then waited for results. One day he received a letter from the dealer. "I surrender," he said. "You have captured me against my will. People have come into my store by the half-dozen in the past two months asking about Patton's Paints. They could not understand why I did not carry a paint so well known as this. They probably didn't know much about the paint till they were confronted by your

STAND THIS ON YOUR COUNTRY

#### MR. DEALER:—

Did you ever stop to realize that paint buyers are the most practical people in the world?

They are, for they are the property owners of the country and they would not be property owners if they were not practical.

A practical man, or woman, sometimes goes today, but because they are practical, they are ever ready to listen to reason.

It's a case of SHOW ME.

Now, Mr. Dealer, here's the golden opportunity, for no man or woman of reason would ever take the chance of getting paid like this AT ANY PRICE.

WHY? Because alone, without figuring in the cost of the paint, the expense of putting it on and the expense of taking it off—and it must all come off—is greater than the entire cost of SUN-PROOF PAINT properly applied.

All Sun-Proof Paints show just what they are made of on the label of every can

#### ISN'T THIS SUFFICIENT?

STRAIGHT TALK TO DEALERS.

advertising in their mail and on their way to work. But you have made them feel that Patton's was an old friend. I am ordering a car-load."

With the exception of some rather negligible publicity in three or four trade journals, the Patton Company does not use periodical advertising. It is as simon-pure a trade and outdoor campaign as can be found.

#### HOLDING DEALERS TO ACCOUNT FOR ADVERTISING HELPS.

It is more than probable that the results obtained are due to the rigid system of keeping track of all advertising matter sent the dealer and charging him up with

# RATING REGISTER

OF THE  
WHOLESALE AND RETAIL  
HARDWARE MERCHANTS

OF THE  
UNITED STATES AND CANADA

Stock Ratings of Each Store are Designated as Follows:

AAA \$500,000 Up	C \$5,000 Up
AA \$100,000 Up	D \$3,000 Up
A \$ 25,000 Up	E \$2,000 Up
B \$ 10,000 Up	F \$1,000 Up

The Wholesale Section also gives Capital Stock and Percentage of Wholesale Sales to Total Sales.

The United States Section covers about eleven thousand cities and towns, with population of each. There are about thirty thousand names in the book, and the arrangement is such that it is invaluable to anyone selling the Hardware Trade.

The Foreign Section gives the names of about 2,500 of the most important Hardware and Tool Merchants in all parts of the world.

ALSO LIST OF  
New York Export Commission Houses

ALSO LIST OF  
Department Stores and 5 and 10c. Syndicates

ALL IN ONE VOLUME

PRICE \$5.00 DELIVERED

RETURNABLE IF NOT SATISFACTORY

Compiled and Published by the  
**HARDWARE DEALERS' MAGAZINE**

253 BROADWAY, NEW YORK

it. Is he mailed a hundred circulars for distribution among the property owners of his territory? Then he is asked to report soon afterwards as to the disposition made of the matter. Is he sent an enamel outdoor sign? He is likewise asked after a short interval to write and explain just when he put the sign up and where. All of this follow-up inquiry is done very good-naturedly and tactfully, but it is done efficiently, nevertheless. The company believes that this active interest in the advertising matter put into the hands of the dealer really arouses his co-operative interest. The latter is by no chance left to feel, as he does in many cases, that the circulars, counter-cards, etc., are given him just as a matter of form.

Mr. King says that if you are carrying on advertising mostly through the trade, you should see to it that you get the proper service, just as you would if you were using the magazines or the newspapers. An advertiser is quite careful to bring up a paper with a round turn if copy is not inserted according to specifications. Why not, he asks, use as much care in trying to get the service on advertising you put out through the dealer?

The dealer, as a rule, is not aware of it, but he is charged with every piece of advertising matter he gets. This is a theoretical charge, but a charge just the same. Suppose a dealer is sent a gross of special leaflets to be distributed among his customers; on the Patton books he is charged with the actual cost of these, with a little added for handling. The same charge is entered for booklets, enamel signs—for every piece of printed matter, in fact.

"In this way," says Mr. King, "we can see if the advertising is profitable. We can ascertain easily whether the advertising is moving the goods, and how much it costs to move the Patton stock any dealer has.

"If the cost of the advertising, as shown in the theoretical charge, is unreasonably high, we

try to find out the trouble and to apply a remedy. Upon investigation we frequently find, perhaps, that the advertising matter has not been disposed of properly or that there is some peculiar problem which was revealed only after a local campaign had opened. If, as does not often happen, the trouble lies with the dealer, his lack of co-operation is plainly evident upon our books and we act as the occasion demands."

The sheet upon which the charges are entered contains a printed list of about fifty items, comprising the advertising matter used to the greatest extent by the dealer. After each item, whether it is a circular, window display, or a mere form letter, is printed the cost that is charged the dealer.

The dealers, more often than not, extend themselves to help sell the paints, even going so far sometimes as to rent space themselves where they may put up one of the big enamel signs, showing the Patton trade-mark—a cheerful, smiling sun, surrounded by a fringe of rays. Enamel sign number one is sent the dealer with each order of 100 gallons of Patton's paints; number two with a larger order. He does not get one of these large fellows unless he asks for it, and shows that he will put it where it will do good. These big signs cost a lot of money in the aggregate; there are something like a million of them gracing the American landscape. The Patton Company has a notion that it would be poor investing if any of these signs were sent the dealer, only to be thrown upon the backyard rubbish pile.

Another considerable portion of the Patton advertising is done by novelties. A Patton paint pail of miniature size, labelled brightly with the Patton seal, was rigged into a children's bank. Over a million of these have been spread broadcast.

To clinch the outdoor and trade work thus carefully done, the Patton Company plans, according to Mr. King, to spend about \$200,000 next year in newspapers, magazines and farm journals.

## The Foreign Born American is a Consumer to Reckon With

**H**e numbers Fourteen Million—one-sixth of the entire population of the United States.

He is assimilating American ideas faster than you realize.

He is always receptive to the word of suggestion.

If he is not buying your product it is because you have not told him about it.

But he does not read English. The only way you can reach him is through the newspapers published in his own language.

You can work this field satisfactorily through the American Association of Foreign-Language Newspapers—an alliance of 321 newspapers, published in 24 different languages and covering the United States and Canada with their circulation.

And what is more, you can present your story just as forcibly as you do now in English. The Association Translating Bureau puts your copy into the vernacular of any one or all of the twenty-four languages.

For rates and expert advice on merchandising in the foreign-language field—address

**LOUIS N. HAMMERLING, President**  
**American Association of Foreign-**  
**Language Newspapers**

**WORLD BUILDING, NEW YORK**

it. Is he mailed a hundred circulars for distribution among the property owners of his territory? Then he is asked to report soon afterwards as to the disposition made of the matter. Is he sent an enamel outdoor sign? He is likewise asked after a short interval to write and explain just when he put the sign up and where. All of this follow-up inquiry is done very good-naturedly and tactfully, but it is done efficiently, nevertheless. The company believes that this active interest in the advertising matter put into the hands of the dealer really arouses his co-operative interest. The latter is by no chance left to feel, as he does in many cases, that the circulars, counter-cards, etc., are given him just as a matter of form.

Mr. King says that if you are carrying on advertising mostly through the trade, you should see to it that you get the proper service, just as you would if you were using the magazines or the newspapers. An advertiser is quite careful to bring up a paper with a round turn if copy is not inserted according to specifications. Why not, he asks, use as much care in trying to get the service on advertising you put out through the dealer?

The dealer, as a rule, is not aware of it, but he is charged with every piece of advertising matter he gets. This is a theoretical charge, but a charge just the same. Suppose a dealer is sent a gross of special leaflets to be distributed among his customers; on the Patton books he is charged with the actual cost of these, with a little added for handling. The same charge is entered for booklets, enamel signs—for every piece of printed matter, in fact.

"In this way," says Mr. King, "we can see if the advertising is profitable. We can ascertain easily whether the advertising is moving the goods, and how much it costs to move the Patton stock any dealer has.

"If the cost of the advertising, as shown in the theoretical charge, is unreasonably high, we

try to find out the trouble and to apply a remedy. Upon investigation we frequently find, perhaps, that the advertising matter has not been disposed of properly or that there is some peculiar problem which was revealed only after a local campaign had opened. If, as does not often happen, the trouble lies with the dealer, his lack of co-operation is plainly evident upon our books and we act as the occasion demands."

The sheet upon which the charges are entered contains a printed list of about fifty items, comprising the advertising matter used to the greatest extent by the dealer. After each item, whether it is a circular, window display, or a mere form letter, is printed the cost that is charged the dealer.

The dealers, more often than not, extend themselves to help sell the paints, even going so far sometimes as to rent space themselves where they may put up one of the big enamel signs, showing the Patton trade-mark—a cheerful, smiling sun, surrounded by a fringe of rays. Enamel sign number one is sent the dealer with each order of 100 gallons of Patton's paints; number two with a larger order. He does not get one of these large fellows unless he asks for it, and shows that he will put it where it will do good. These big signs cost a lot of money in the aggregate; there are something like a million of them gracing the American landscape. The Patton Company has a notion that it would be poor investing if any of these signs were sent the dealer, only to be thrown upon the backyard rubbish pile.

Another considerable portion of the Patton advertising is done by novelties. A Patton paint pail of miniature size, labelled brightly with the Patton seal, was rigged into a children's bank. Over a million of these have been spread broadcast.

To clinch the outdoor and trade work thus carefully done, the Patton Company plans, according to Mr. King, to spend about \$200,000 next year in newspapers, magazines and farm journals.



## The Foreign Born American is a Consumer to Reckon With

**H**e numbers Fourteen Million—one-sixth of the entire population of the United States.

He is assimilating American ideas faster than you realize.

He is always receptive to the word of suggestion.

If he is not buying your product it is because you have not told him about it.

But he does not read English. The only way you can reach him is through the newspapers published in his own language.

You can work this field satisfactorily through the American Association of Foreign-Language Newspapers—an alliance of 321 newspapers, published in 24 different languages and covering the United States and Canada with their circulation.

And what is more, you can present your story just as forcibly as you do now in English. The Association Translating Bureau puts your copy into the vernacular of any one or all of the twenty-four languages.

For rates and expert advice on merchandising in the foreign-language field—address

LOUIS N. HAMMERLING, President  
American Association of Foreign-  
Language Newspapers  
WORLD BUILDING, NEW YORK

### DOBBS PREACHING CLEAN ADVERTISING AT MOBILE.

The Mobile Ad Men's League was addressed May 11th by Pres. S. C. Dobbs, of the Associated Advertising Clubs of America. Mr. Dobbs said in part:

"I remember the time when advertising men were commonly called dreamers, and that when some business man was approached along the lines of advertising they felt that the expense would be fruitless and really an extravagant one. Now the tide has turned and advertising publicity is a profession, and all classes of merchandise are being talked about as to actual value and merit and not as charity, and the general public pays very little attention to the man or firm who whines long and loud."

The speaker then referred to the University of California and its branch of fundamentals of commerce and advertising methods, closing this reference by saying that "America always rises to an emergency of publicity." Mr. Dobbs then referred to the Advertising Men's National Association and its bureau of speakers, saying that it included about fifty of America's brightest business men, who were lending their voice in one of the greatest causes of philanthropy that he knew.

Mr. Dobbs then recited an instance in Grand Rapids where after one of his addresses a young man in saying goodbye stated that he intended resigning his position as ad writer for a large concern, because he knew that the product that he had to write about was not one of merit, and that after hearing Mr. Dobbs' remarks he had fully determined to sever his connection with his firm, rather than to feel, as he did, a public traitor and criminal.

Most anybody can do business fairly well. Many men can do business very well. A few can do business superbly well. But the man who not only does his work superbly well but adds to it a touch of personality through great zeal, patience and persistence, making

it peculiar, unique, individual, distinct and unforgettable, is an artist. And this applies to all and every field of human endeavor—managing a hotel, a bank, a factory—writing, speaking, modeling, painting. It is that last indefinable touch that counts; the last three seconds he knocks off the record that proves the man a genius.—*Patistine.*

### RECEPTION AT BUTTERICK PLANT

In celebration of the opening of the combined editorial and advertising offices of the Butterick and Ridgeway Companies, a reception was given on May 25th at the Butterick Building, New York.

The occasion was also a celebration of the taking over of *Everybody's Magazine* by the Butterick Company.

Invitations had been issued and a large number of advertising, editorial and publishing friends visited the 12th floor, which was appropriately decorated by Tiffany. Many inspected the wonderful printing plant downstairs.

### NEW ADVERTISING CLUB.

An active publicity club has been formed in Worcester, Mass. The first meeting was held May 11th. Fifty-five representative men of the city met and elected Charles H. Norton, president of the Norton Grinding Company, president, and R. N. Davison, secretary Board of Trade, W. P. Frye, Walter L. Weeden, John F. Mayhew and W. T. Morley, a committee to formulate a constitution and plans for work.

A novelty in department store advertising was contained in a recent announcement of Abraham & Straus, of Brooklyn, to the effect that this concern stood ready to do business in any one of the following languages: French, Greek, German, Spanish, Armenian, Bohemian, Celtic, Dutch, Danish, Swedish, Norwegian, Hindoo, Hebrew, Italian, Polish, Russian, Roumanian or Turkish.

## CAN YOU USE US?

WE sell you skill and brains, knowledge and experience in business getting.

Our men are *salesmen* with the ability to put their methods into *type*.

They produce *selling* letters because they are mail order *specialists*.

Seven years writing letters—two removals in that period—each time to larger offices—proves we are *making good*.

The economic reason that justifies our existence is that we can write you a better circular letter than you can write yourself. *Specialisation* is the secret.

Can you use a *selling* circular letter?

**The Business Development Company of America**

"Writers of Letters that Pull"

119 NASSAU STREET : NEW YORK CITY  
Phone 5374 Cortland

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## A GERMAN ADVERTISER'S WELCOME TO ROOSE- VELT.

REKLAME-ABTEILUNG  
der

EAU DE COLOGNE- & PARFUMERIE-FABRIK.  
KÖLN A/RH., May 17, 1910.

Editor of PRINTERS' INK.

Re "4711" Advertising and Roose-  
velt:

On the same day Mr. Roosevelt arrived in Berlin as the guest of the "Kaiser," I published in the *Kölnische Zeitung*, the official paper of the German Government, a whole page advertisement in a special American character as per voucher enclosed.

Being subscribed to your paper since many years ago, I should be very much obliged to you if you would write a few lines about this event, especially that the leading German advertisers understand thoroughly to give an advertising copy an actual character.

Immediately after appearing of the above ad a proof has been sent to Mr. Roosevelt by registered letter (to the Embassy of the U. S. A.).

Yours faithfully,

REKLAME-ABTEILUNG DER EAU DE  
COLOGNE- & PARFUMERIE-FABRIK.

The page ad referred to above, with its American eagle, American flag and appropriate text, is an example of the timely publicity for which this country can no longer claim a monopoly. It recalls somewhat humorously the use by an American advertiser of the visit of a distinguished German to these shores. On the day of Prince Henry's arrival in New York some years ago the *Herald* printed among its cable news a dispatch headed "German Emperor discovers American Griddle Cakes." It appears that up to that time the unfortunate Kaiser had never known the delights of cakes raised with baking powder, having been restricted to the "pannkuchen" of his native land. The Royal people had the dispatch put in the shape of a big display ad, obtained Prince Henry's itinerary, and on the day he arrived in each city the papers blazoned the joyous news of his royal brother's important discovery. If Prince Henry read the daily papers along his route he must have been impressed with a certain phase of American enterprise.

Payne & Young, special agents, New York, now represent the Oshkosk, Wis., *Daily Northwestern*.



Birmingham, Alabama; that city of wonderful development; of almost magical growth; the "Pittsburgh of the South" has a newspaper that has kept pace with it.

THE BIRMINGHAM LEDGER is Birmingham through and through. It believes in Birmingham, talks Birmingham, boosts Birmingham, works for Birmingham in season and out of season. And the people of Birmingham believe in

## THE BIRMINGHAM LEDGER

and they prove it in a thousand ways. It has rapidly outgrown its excellent contemporaries in local circulation.

The acknowledged support and stamp of approval of the Birmingham merchants is evidenced daily by the preponderance of their advertising in its columns.

THE BIRMINGHAM LEDGER has come into its own.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Third Nat'l  
Bank Bldg., St. Louis.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS INK PUBLISHING COMPANY  
Publishers

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. WM. S. GRATHWOHL, Mgr. St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, June 2, 1910.

## Firm Names as Allowable

**Trade-marks** which seemed to seriously muddle up the protectability of trade-marks. The good old fashion of giving a product the name of the inventor or the manufacturing firm as a trade-mark has been frequently declared unprotectable, to many advertisers' astonishment.

That trade-mark decisions were possible declaring that no protection could be afforded Jones' Percolator if some other Jones should perpetrate some other percolator, seemed a strange anomaly.

Commercial chaos has been avoided by the decisions of the courts on the basis of unfair competition—until now, when by the favorable report of the House Committee on Patents, an amendment to section 5 of the Trade-mark Law seems likely to pass.

This amendment adds these words to the present section:

Provided further, That nothing herein shall prevent the registration of a trade-mark, otherwise registrable, because of its being the name of the applicant or a portion thereof.

One of the direct inspirations of

this amendment has been a decision of the Court of Appeals that the existing section 5 operates "to prevent the registration by a corporation of its own name, whether that name be the subject of a technical trade-mark or not." It is agreed by the framers of the existing law that such a meaning was not intended to be written into it—hence the likelihood of amendment.

England has many name trade-marks—Pears' Soap, Beecham's Pills, etc., and, naturally, tendency toward the same thing in this country has perhaps been suppressed unduly, and a lot of awkward "made-up" names used instead.

## The Cart Before the Horse

have taken up the subject of advertising at its recent meeting is interesting. But that it should have failed to use the opportunity of taking up so vital a subject **constructively** is a regrettable omission.

The Committee on Advertising and Business Publicity (of which C. W. Post is chairman) made a report on the subject which was the original incentive to the committee's formation—the subject of circulation proofs. The report is, in part, as follows:

It is generally admitted without argument that a publisher who sells space at so much per inch per 1,000 copies, and overstates his circulation thereby, secures money under false pretenses. The principle is exactly the same as if a farmer agreed to sell 1,000 acres of land at \$100 an acre and actually delivered only 500 acres, but refused to allow the tract of land to be measured, and by that means led the purchaser to believe that he received 1,000 acres at \$100 an acre, whereas he only received 500 acres, but by reason of the fraud was induced to pay double price. Thus far the principle seems to be well enough established.

The general condition of affairs regarding honesty in publishers' statements has very greatly improved, and there are many publishers now who openly advocate and insist upon accurate circulation statements; nevertheless it is true there is still much iniquity in this matter.

Such false circulation statements are at variance with the findings of the Government officials. Money extracted

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from citizens under such false pretenses is stolen, and the perpetrators should be adequately punished.

Under the present practice of the Postoffice Department the result of investigations of the circulation of printed mediums is withheld from the public for reasons not well understood. By this procedure the Postoffice Department becomes an aid to, and defender of, fraud. Various members of this Association have been defrauded by false circulation reports and the means for detecting the frauds are withheld by the Postoffice Department.

This Association respectfully requests the Postmaster-General to publish 100,000 copies annually of the findings of the inspectors of publications.

Mr. Post sticks out of this grim, square-jawed committee work as prominently as a wolf's ears out of sheep's clothing. One can see Mr. Post's eager anticipations of applying the thumbscrews to some of the mediums now carrying Postum advertising, once he can get Uncle Sam to disclose the so-called secrets of the second class mail room. Of course, the Government has no business to disclose these secrets, if secrets they be. If Mr. Post is unable to buy good measure for his money, with all his temperamental asperity, and with the help of an agency so *exceedingly* closely co-operating with him, then it is something of a confession of defeat to ask Uncle Sam to pull his chestnuts out of the fire.

A committee on advertising of the National Association of Manufacturers *might* have done some notable creative work, of much greater practical benefit to the members of this large body. Most of them are still unacquainted with the reasons why they should buy space at all, and it is ludicrously putting the cart before the horse to talk circulation proof before a great number of members have even learned how to use any circulation at all. One might as well try to interest children in a crusade to better the buying conditions on kitchen stoves in anticipation of their future marriage and need of them.

Mr. Post might have imparted some big business-building truths by means of a committee on advertising, but instead he used the association to further another of his pugnacious campaigns.

### **Automobiles and Prosperity**

There are cynics who say that automobile advertisers have oversold the public and made it so extravagant as to bring on stringency. Nevertheless, it has been well demonstrated that real estate values alone have been benefited enough to make up the cost.

The automobile industry, whose organized campaign for standardization is the subject of an article this week, is not an evidence of adversity, but an evidence of prosperity, and part with it.

As General Manager Reeves, of the A. L. A. M. says: "We should glory in the country that could afford to buy 120,000 automobiles in 1909, costing approximately \$150,000,000, with every prospect of buying more than 200,000 cars this year, retailing at not less than \$225,000,000. Let critics remember that more than one million families in this country have incomes of \$3,000 or more.

"Let them glory in a business that has almost one hundred substantial motor car factories and a number of smaller ones with a total capital of more than \$200,000,000, that has 250 factories making tires, parts and accessories, with a capital of almost \$150,000,000; those same factories, in making parts and accessories, employing not less than 250,000 men."

To the manufacturer of other products than automobiles the pointed thought in all this is that if so many automobiles can be sold, what quantity of their goods might *they* not sell?

Automobiles are not the only thing in this wide world that people would buy—if manufacturers were as keen and able in making and as long-headed in advertising other wants. It is figured that by the end of 1910 there will have been sold a total of about 515,000 cars—a really monster business. But why not 515,000 of something else, too? The auto is paying its way into prosperity, and the people with autos are not one whit less prosperous, nor less liable to buy other things. It is all a question of able manufacturing and vigorous selling.

### **Success in Soliciting**

Along with the general improvement in advertising itself has come a corresponding advance in the methods of soliciting advertising. On the other hand, it is a recognized fact that certain publications are not securing the amount of business to which they are entitled by reason of their circulation and standing. Why?

One of the publications which has a remarkable record as to amount of business regularly carried is *System*. It stood third in PRINTERS' INK's four-year record of May advertising out of a total of fifty-five leading magazines. When E. R. Crowe, Eastern manager of *System*, was asked to throw some light upon his success, he produced a carbon copy of the following notice which all of his solicitors had been required to sign:

You will recall how repeatedly the question of carefully reading each issue of PRINTERS' INK, as it appears, has been brought up at our advertising department meetings.

Hereafter please regard this suggestion as a rule of *System's* advertising department, initialing this notice as memorandum of your understanding of it.

There is no other means by which you can obtain so much actual knowledge either of advertising or of how to sell advertising space.

E. R. CROWE.

The modern solicitor has need for all the information he can get, not only about the individual accounts he is working on, but about advertising generally, in its broadest aspects. Such knowledge distinguishes the mere copy-chaser from the high-class solicitor. It is refreshing to an advertiser to be called upon by a publication's representative who can discuss advertising problems in an intelligent way, and, perhaps, now and then, make a suggestion of real value. The number of solicitors who can measure up to this standard is increasing at a gratifying rate.

Another item in Mr. Crowe's creed is that it does not require genius or unusual ability to obtain business for a publication when the circulation and rates are right. He views it as primarily a matter of hard work. He hastens to dis-

claim, however, that his rule about regular and diligent reading of PRINTERS' INK comes under the head of hard work. On the contrary, he feels that he is doing his assistants as great a favor as though he were to require them to attend all the golf tournaments in the advertising fraternity—just as pleasurable and much more valuable.

### **Why Not a Parcels Express?**

Now that the parcels post has been defeated for the present through the fearsome protests of retailers, with the "cathouse" or mail-order bugaboo scaring them into activity, the only alternative remaining to accomplish is the reformation of the express business.

The Merchants' Association of New York has organized commercial bodies throughout the country and an energetic campaign is in progress to induce Congress to take action. With puzzling inconsistency the retailers are now supporting this movement.

In England there is in operation the Cheshire Lines Committee (from three large railways) with a parcels express service which is a great boon to Britain. Parcels are collected in Liverpool, for instance, any time up to noon and delivered the same day to places in a radius of 100 miles. The cost of two pounds for eight cents; three pounds at ten cents, etc., indicates the scale. Zones are established which separate the charges clearly. Merchants and advertisers alike find the service a great acceleration to business.

It seems absurd that in a brisk business country like this that similar convenience is not available. Only the absurd fears of the retailers for their business, and political chicanery, has prevented an improvement which would be a business-maker of the first water to all concerned.

John H. Fahey, for many years publisher of the *Boston Traveler*, having sold out his interest in that paper, is planning an extensive European trip.

# Circulation Counts!

**Especially When Combined With Quality**

On May 19th the circulation of the News Leader, in Richmond and Petersburg alone, was 17,914, which is more papers than any afternoon Competitor *Prints*.

Here is a letter from an advertiser:

April 20, 1910.

The News Leader,  
City.

Gentlemen:—

We placed an advertisement of twenty-one words in your paper and also the Evening Journal yesterday, and take pleasure in stating that we received by five o'clock this afternoon, eighty-five replies from your office and thirty-five from the Journal.

Very respectfully,

FREEMAN ADVERTISING  
AGENCY, Inc.

If you are in doubt about the Richmond situation, an investigation of the circulation question will alone convince you that *The News Leader* should carry your advertising.

**RICHMOND, VA., NEWS LEADER**

HAND, KNOX & Co.,

New York Chicago Kansas City Atlanta



# New England— The Yankeeland of America

The Yankee is celebrated in American history as a shrewd, hard headed man of sense, a good observer, keen at driving a bargain, and always looking for betterment. The modern Yankee has many of the old characteristics of Yankeeland, but he has grown more liberal and more luxury loving. He is still the shrewdest, the most observing, as he is the best informed. His information is derived from the newspapers because he early developed the newspaper habit.

New England is thickly settled, there are no long jumps between communities. Whatever territory its newspapers cover they cover closely—few people are left to reach.

The New Englander, from the fact that he is so regular and so general a newspaper reader, is particularly susceptible to good newspaper advertising. No people in any section of the United States are quicker to respond to an intelligently planned newspaper advertising campaign.

If you have a product to try out you can advertise in the papers here named and reach ten representative New England communities without scattering of effort or the waste of money.

So varied are New England's industries that all classes of people, except the very poor and illiterate, can be reached by using these papers—all leaders in their respective fields:

*The New London Day*  
*New Haven Register*  
*Worcester Gazette*  
*Lynn Item*  
*Springfield Union*

*Haverhill Gazette*  
*New Bedford Standard and Mercury*  
*Waterbury Republican*  
*Pawtucket Times*  
*Portland Express*

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## A CHANCE FOR AGENCIES AND WRITERS.

STANDARD CHEMICAL COMPANY,  
Manufacturers "Depilatoire," Etc.

385 Sixth Avenue.  
BROOKLYN, N. Y., May 26, 1910.

Editor of PRINTERS' INK:

In the issue of the 18th inst. appears an interesting article on "House Organs."

Can you direct me to a place where we can get a house organ edited and printed in magazine form to go to the better class of women, and thereby boom our retail department?

It should contain beauty columns, serial and short stories, hints for beautifying the home, fashions, etc. Issued monthly. This is an idea which has long been in the writer's mind, and any suggestions, etc., will be gratefully received.

H. A. SKINNER.

C. M. Tremaine, until recently vice-president of the Aeolian Company, and prior to that an advertising agent, has become president of the Bacon Piano Company, 118 East 138th street, New York. This concern succeeds to the business of the Francis Bacon Piano Company.

Burton T. Freer went to Chicago June 1st, to represent *Ainslee's Magazine* exclusively in the Western territory. Mr. Freer is well known in the Western field as the former Western advertising manager of *Life*.

The Bureau of Publicity and Development, of Memphis, Tenn., has just awarded a contract to *Success Magazine* for the largest amount of space to be used for municipal advertising yet awarded to a magazine. An interesting advertising campaign is under way to show the country the resources of this live city.

The New Orleans *Item*, and the Paducah (Ky.) *Sun* are additional papers on the list of the Fan-Toy campaign now running.

C. F. Kelley, a widely known special representative, has formed the firm of C. F. Kelly & Co., with headquarters in New York. Wm. H. Smith, another well-known representative, and Henry F. Hooley, until now advertising manager of the Boston Sunday *Post*, will form the rest of the new firm, and will give their entire time to it. A Chicago office will be maintained.

The Publicity Committee of the Chamber of Commerce, of Springfield, Ill., met recently and considered reports made to it as to the advertising recently done by Oakland, Cal., and Des Moines, Iowa. According to W. H. Sullivan, of the Frank Sanford Company, the Oakland publicity campaign cost \$2,400 in the newspapers alone. More than 700 replies were received, and none of the business men questioned the wisdom of the investment. Charles P. Hodson, of the Racine-Sattley Company, reported on the Des Moines advertising.

## The One Paper

of the Largest City in  
the State of Maine!

Able edited—enterprising in news-gathering. Largest and best mechanical equipment. The

# Portland, Me. Evening Express

is Pre-eminent in its field!

The Best Newspaper.

Carries most advertising of all kinds, Local, Foreign and Classified. More Classified than any other Maine paper.

Read by more than three times as many people as any other Portland paper!

JULIUS MATHEWS, Representative.

One of New England's  
"BIG TEN" CITIES.

**New Bedford**  
Massachusetts

**106,000 Population**

According to local assessors' recent estimates.

The fastest growing and most prosperous manufacturing city east of the Mississippi River.

One of New England's Big Advertising Mediums.

THE NEW BEDFORD

**Standard and  
Mercury**

**19,523** Average  
Combined  
Daily Circulation

Flat Rate 3c. a Line

For information about New Bedford and local trade possibilities, write

E. V. ALLEY, Adv. Mgr.  
New Bedford, Mass.

## THE JOBBERS' "TRADE PAPER" HOLD UP.

MANUFACTURERS HELD UP FOR ADVERTISING IN A HIGH-HANDED WAY — WORTHY TRADE-PAPER PRESS HURT BY THE METHOD—REBELLION WIDESPREAD.

By Roger L. Dunlap.

There are more than a few reasons for the increasing number of manufacturers selling direct, or only through, one or two reputable houses.

One of the most potent of these has been developing apace in recent months, and is at present on the verge of a crisis. It is the jobber's trade-paper hold-up.

The scheme is so simple that it is no wonder that it has spread rapidly among the jobbers. A manufacturer or wholesale distributing agent, keeping his fingers constantly upon the pulse of trade, finds that a certain jobber's orders in his line have been discontinued. He naturally sends a letter to the jobber inquiring what the matter is, and if an order cannot be shipped.

Almost simultaneously in the next mail the manufacturer receives from this jobber a letter urging him to place a moderate sized ad in the jobber's "well-known and influential trade paper, the New England Grocer's Bulletin, or the Western Drug News," or a publication with some such title.

The manufacturer politely replies that, after due consideration, he believes he cannot give an order for an ad as requested and repeats his petition for a wholesale order. A few days later the manufacturer receives a second letter from this same local jobber informing him that the latter cannot give him an order "just at present" and reiterating his request for an ad. More politely than before the manufacturer returns that he cannot see his way clear to place such an ad. The fact usually is that the manufacturer has already placed dozens of such "trade-paper" ads and feels sufficiently fleeced.

There the matter rests until, in the course of a fortnight, the manufacturer's salesman regularly calls upon the jobber's buyer. Now, it probably happens that this "buyer" is such in name only; his real position is advertising manager of the trade-paper-house-organ, his duties as buyer being considered inconsequential in comparison and being relegated to one of his subordinates. Even before the salesman has time to broach the subject of an order, the "buyer" smilingly rubs his hands and asks when the salesman's house is going to place an ad in the much-talked-of publication and thus gain a "wonderful selling effect upon the dealers." The salesman has not been "tipped off." He "falls" for the proposition and becomes enthusiastic. It sounds so good to him that in his heart he feels certain that his house would only be too willing to jump at the chance of advertising in this way. Indeed, he goes so far that he really unofficially binds his house to place this advertising, and writes back to the main offices a letter to that effect, accompanied with the news that the jobbing house of Soakem & Cheatem has agreed to place an order of some size, provided his superiors will show their co-operation in effecting sales by advertising as requested.

There is now no further opportunity to back out and the advertising contract is naturally signed. "But," as one manufacturer said, the other day, who has been fooled in this way time and time again, "we seldom, if ever, get any results whatever from this advertising. We don't get any more sales. We know it is a hold-up, the wool isn't over our eyes. We simply grit our teeth and determine not to be fooled in this way again, if we can help it—but we usually can't."

It would be bad enough if the injustice done the manufacturer was all that resulted from such deals as these; but that is not all by any means. The indirect harm done to the reputation of the legitimate trade-press in general is what constitutes the more regret-

table part of the matter. These jobbers, in this way, the latter papers in and most into disrepute is no telling the unfair

The rest of the matter, the advertising operation in this line, passes without telling of the parties in view have come to place any sporting which has the side where, but of it is an advertisement.

Some stand, cutters and the several groceries others in all time, ward some sales-man in a

Miss D. and Wal- ing man- dio and married

The elati- ness cour- factu- in th- enco- Mob- are - as know- wou- the

table part of these incidents. The manufacturer who is fooled by these jobbers' house organs in this way ever tends to associate the latter with worth-while trade-papers in general. Even the best and most deserving of these fall into disrepute thereby, and there is no telling where the harm and the unfairness ends.

The remedy lies in the hands of the manufacturers and distributing agents themselves. Co-operation could accomplish much in this line. Scarcely a week passes when PRINTERS' INK does not tell of some locality or localities in which the business men have combined and agreed not to place any advertising in social, sporting or fraternal programmes, which have long been a thorn in the side of business men everywhere, being an out-and-out graft and of no value whatever from an advertising standpoint.

Some such similar co-operative stand, comprising the manufacturers and distributing agents of the several lines most affected, groceries, drugs, and a few others might cut off this evil for all time, and go a long way toward sounder appreciation of the sales-making power of advertising in a good medium.

Miss Dorothy Biddle, of New York, and Walter Adams Johnson, advertising manager of the *International Studio and Arts and Decoration*, were married May 21st.

## Secretary Wanted

The Mobile Progressive Association, organized by the business men of Mobile, Ala., to encourage the location of manufacturing and other industries in the city and vicinity, and to encourage farmers to locate in Mobile County, and vicinity, are seeking a capable man to act as secretary. He must have knowledge and experience that would make him suitable for the position.

## A New England Paper of Power in its Community!

### The Worcester Mass. Gazette

is known to stand for the City's best interests.

Respected by and holding the full Confidence of Worcester's people.

All Classes read it—and BELIEVE IN IT!

**Largest Evening  
Circulation of any  
paper in Central or  
Western Massachusetts.**

JULIUS MATHEWS, Representative.



## Check Signing

In selling, it is important to make sure that the man who signs the checks knows all about your product.

Manufacturers of office equipment should keep in mind that, for them, practically every reader of THE BUSINESS WORLD is such a man.

**THE RONALD PRESS CO.**  
Publishers

229 Broadway New York

## POPULARIZING A TUNNEL WITH GOOD ADVERTISING.

HUDSON RIVER TUBES ADVERTISED IN NEWSPAPER, CAR CARD AND POSTER AFTER UNIQUE TEST TO FIND IF PEOPLE KNEW TUNNELS—ADVERTISING MAKES AN IMMEDIATE EFFECT—MCADOO'S VIEWS OF ADVERTISING.

It was only natural that W. A. McAdoo, the builder of the Hudson River Tubes, should ask, when the suggestion was made last December that he advertise his system, if it was really necessary. Not only New York but the whole country had been keenly interested in this great engineering work. It dipped under America's most famous river and linked the metropolis with the rest of the country with the only all-dry, directly westward route. The papers had printed columns about the enterprise, the magazines had described the personality of Mr. McAdoo. It really did seem absurd to think that travelers would not know of the tube service.

Nevertheless, Mr. McAdoo with an open mind, consented to an experiment. O. T. Boyd, G. P. A., and a number of assistant "sleuths," set out ingeniously to find how many people knew of the Hudson Tunnels. Equipped with suit-cases to look like men about to go on a journey, they stopped intelligent-looking folks and asked them how to get to the Pennsylvania Station in Jersey City. Near Ninety-sixth street, of ten people asked, not one knew of the Hudson Tunnels. Nine suggested that the inquirer take the ferry, and the tenth had never heard of the Pennsylvania Railroad! On Forty-second street, near the Grand Central Station, eight out of ten approached could give no definite information. One or two had heard of the tunnels but they did not know where any of the stations were. At Twenty-third street and Broadway, one block from the Tunnel Twenty-third street station, five persons knew of

the tunnels, out of ten asked, and gave fairly explicit information how to get to the tube. In other words, fifty per cent of those one block from the Manhattan terminal station knew something about the tubes; but above Twenty-third street the ignorance grew denser until it reached something less than absolute zero at Ninety-sixth street. The knowledge possessed by those living farther up Manhattan must have been heavily minus.

Here was startling evidence that mere "press publicity" was not effective as a business proposition. Mr. McAdoo no longer doubted that the tunnel service

**HUDSON RIVER TUBES**

**Ice and Fog**

Many boats, utterly useless during rough weather and fog, provide an UNRELIABLE means of travel between New York and Jersey City and Hoboken.

Fast Tube Trains of great size, brightly lighted, running every five minutes from New York to the Pennsylvania Station, Jersey City and Hoboken. Safe, quick, and comfortable. Seats free all on 25 and 50-cent tickets. A CERTAIN and SATISFACTORY service.

Take Hudson in New York on any 25-cent ticket, and on 50-cent and 1.00 tickets and 1.50 tickets. In Jersey City and Hoboken, take the Hudson in the Pennsylvania Station, Jersey City and Hoboken. Safe, quick, and comfortable. Seats free all on 25 and 50-cent tickets. A CERTAIN and SATISFACTORY service.

**HUDSON RIVER TUBES**

**Time and Money**

For fast and comfortable travel between New York and Jersey City and Hoboken, take the Hudson in the Pennsylvania Station, Jersey City and Hoboken. Safe, quick, and comfortable. Seats free all on 25 and 50-cent tickets. A CERTAIN and SATISFACTORY service.

Take Hudson in New York on any 25-cent ticket, and on 50-cent and 1.00 tickets. In Jersey City and Hoboken, take the Hudson in the Pennsylvania Station, Jersey City and Hoboken. Safe, quick, and comfortable. Seats free all on 25 and 50-cent tickets. A CERTAIN and SATISFACTORY service.

**HUDSON RIVER TUBES**

GOOD CREATIVE NEWSPAPER COPY.

needed to be advertised. He acted promptly, and January found some very explicit advertising running in about twenty-five newspapers. Posters were put up on the platforms of the elevated and the subway stations, and cards put in the elevated and subway trains and in the street cars of Jersey City and Hoboken.

Mr. McAdoo, Mr. Boyd and C. A. Collins, Jr., of the Collins-Armstrong Adv. Co., which handles the account, then set to watch the daily passenger reports with keen interest. Nothing much happened till about the middle of January. Then the strange publicity stimulant began to show upon the daily passenger reports. Week by week the figures showed a larger and larger percentage of gain. The total number of passengers carried for the month was 4,150,000, from eight to ten per

cent larger increase over had no February, ty-eight d to boot; at their s a total of ried. Mr after car that this of about March fig same inc April and About Collins w people h He repe riment and took Central S ceding D paign ha ten coul and tha mensely plies fro were de "To g

**Largest  
circulation  
of any paper in**

**New Haven**

**Connecticut's  
Largest City!**

**The**

**Register**

Carries 20 to 40 columns MORE ad-  
vertising, each day, than any other  
New Haven paper.

Double the Foreign advertising.  
FOUR TIMES as much Classified ad-  
vertising.

**One of  
New England's  
best papers!**

*JULIUS MATHEWS, Representative.*



**T**HE importance of the business letter must not be underestimated and the stationery on which the business letter is written is no small factor in its effectiveness. That is why the best catalogs and the best salesmen are backed up by business letters written on STRATHMORE PARCHMENT the best bond paper made.

The Strathmore Parchment Test Book shows all three finishes, Parchment, Linen and Telanian. Write us for it.

**MITTINEAGUE PAPER COMPANY**

**The "Strathmore Quality" Mills**

**MITTINEAGUE, MASS., U. S. A.**

in answer to Mr. Collins' question. "Why, take the Hudson tube at Twenty-third or at Nineteenth street, and get off at the Pennsylvania, the Erie or the Lackawanna station. It saves you twelve or fifteen minutes over the ferry time."

The saving of time had been one of the points featured in the newspapers. *Two months' advertising had multiplied the number of men who knew definitely about the tunnel service by two and one-half.*

To show the location of the stations on both sides of the river and the route of the tubes, a map had been printed in the papers every few days. That it had done its work well was clearly proved by Mr. Collins' experiment and by the increase in traffic.

The copy was not kept running all the time in all the papers. The schedule was so arranged that at least three of the New York dailies would have a McAdoo advertisement every day, and every paper at least once a week. The papers used have been

*Times, World, Staats-Zeitung, Morgen-Journal, Herald, Sun, American, Tribune, Press, Globe, Post, Evening World, Evening Sun, Telegram, Evening Journal, Mail, Commercial, Wall Street Journal, Wall Street Summary, Jersey City Journal, Hoboken Observer, Jewish Daily News, Jewish Foreword,* and one or two other financial papers.

The time-saving ability of the tubes was enlarged upon effectively. One advertisement contained figures showing that in the course of a year a commuter could save a grand total of nineteen working days by using the tunnel instead of the ferry.

One advertisement published in March had to do with ventilation. It contained a letter from Thomas B. Stillman, chemical engineer of the Stevens Institute of Technology in Hoboken, stating the results of a chemical analysis he had made of the air in the tunnel. Pure air had such and such chemical constituents; the tunnel air showed such and such constituents—a difference that to even a layman was practically negligible.

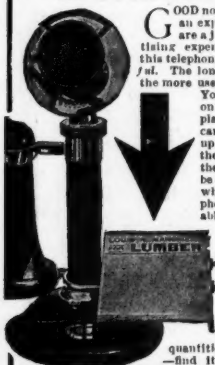
The Pennsylvania, the Erie and the Lackawanna railroads receive considerable publicity in the advertising. The Pennsylvania has reciprocated cordially and in its copy has taken pains to mention the Hudson Tunnel service as a means of reaching Jersey City terminal.

Written large all over this campaign has been a desire to serve the people courteously and efficiently.

Mr. McAdoo has given out to PRINTERS' INK this statement of advertising policy through his agency:

"We believe in 'the public be pleased' policy; we believe that that railroad is best which serves the public best; that decent treatment of the public evokes decent treatment from the public; that recognition by the corporation of the just rights of the people results in recognition by the people of the just rights of the corporation. A square deal for the people and a square deal for the cor-

## YOU CAN USE A GOOD NOVELTY IN YOUR BUSINESS



GOOD novelties are not an experiment. They are a judicious advertising expenditure. Take this telephone pad. It's useful. The longer it is used the more useful it becomes.

Your imprint is on the pad—in plain sight—it can't be covered up. Every time the pad is used the imprint must be seen. The man who uses the telephone will invariably look at the pad. Your name and message will impress him.

Send me 40c. for a sample pad postpaid and prices on

quantities. Use the pad—find its convenience.

My imprint will acquaint you with me. Yours would impress others. Then consider that live concerns are using these pads and find them good advertising. I'll send you my catalog. It is full of novelties worth while. Your business may need some of them.

**E. J. BOSWORTH**  
23 Water Street, Rochester, N. Y.

poration. The not income. "We believe ready demonstration is to state it.

"Our advertisement being conducted by people who have been honestly and appreciatively given good deal."

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poration. The latter is as essential as the former and they are not incompatible.

"We believe that we have already demonstrated it. Our ambition is to continue to demonstrate it.

"Our advertising campaign is being conducted to familiarize the people with the facilities that have been provided, because we honestly believe that the public appreciates and co-operates when given good service and a square deal."

The publicity committee of the Board of Trade of Elizabeth, N. J., recently offered a prize of \$25 for a slogan. As many as 523 persons entered the contest. The slogan selected is "Elizabeth, the Rail and Harbor City," which was the composition of F. Ernst Wallace, advertising manager of the Elizabeth *Daily Journal*.

Penn Yan, N. Y., is now in line to be boomed. The Business Men's Association has selected J. A. Deys, formerly of the staff of the Buffalo Courier, as its permanent paid secretary.

R. J. Shannon, New York, has added the Leavenworth, Kan., *Post* to his list.

## Real Economy in Business Stationery

You achieve it *only* when you use Construction Bond. Clean, clear, crisp and strong, it has the character that *impresses* correspondents *favorably*.

And it produces fine stationery at *minimum cost* because of its modern, *economical* method of distribution (see below).

Specify and secure Construction Bond if you want

## Impressive Stationery at a Usable Price

Here's the idea: Construction Bond is distributed and sold *direct* to *responsible* printers and lithographers (instead of thru jobbers) and *only* in quantities of 500 lbs. or more at a time (instead of in ream lots). You see the economy. Profit by it.

Your printer or lithographer can supply Construction Bond if he is big enough to buy in 500 lb. lots and *wants* to give you the *utmost* value in fine business stationery.

If he refuses, write us for specimens of "Impressive Stationery at a Usable Price" and the names of firms in your vicinity who are ready to supply it on Construction Bond—sent *free* if you write on your business letterhead.

*This is the Watermark.  
Get Envelopes to Match.*

### CONSTRUCTION

Best at

the Price



### BOND

**W. E. Wroe & Co.,**  
302 Michigan Boulevard, Chicago

## If You Want Results

You can get them by advertising in the New York Clipper. It circulates amongst Theatrical People, who are the best paid, best dressed and most extravagant people in the world.

*What they want they get!*

Do you want some of this business?

## USE THE CLIPPER

— ADDRESS —

NEW YORK CLIPPER, New York City

To reach the CATHOLIC GERMANS of St. Louis, Cincinnati and the entire Ohio and Mississippi Valley use either or both editions of the

### Herold des Glaubens

Circulation nearly 40,000 copies per issue

Established 1850

Main Office: TEMPLE BLDG., St. Louis, Mo.



write BUSINESS LETTERS which neither BULLY nor BEG that are not 'long winded' or bombastic nor (as a rule), either dull or flippant. If you will on your regular letter heading, request me to DU SO. I might send you some Samples with which to measure the chances of my being able to write letters good enough for even YOUR EXTRA-EXACTING DEMANDS—no Postal Cards please to FRANCIS I. MAULE, 401 Sansom Street, Philada.

"A Daily Newspaper for the Home."

## The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.  
Chicago Office: 510 Orchestra Bldg.

Advertising rates furnished on application.

## WASHINGTON'S LIVELY BREAD ADVERTISING WAR.

THREE BAKERIES ENGAGE IN THORN-CORNERED DUEL OF PAGES AND DOUBLE PAGES IN NEWSPAPERS—THE BOMBARDMENT OF ARGUMENT.

There may be some legitimate question as to whether bread is really the Staff of Life. But there can be little question that advertising recently became the staff of business in the development of a bread market in Washington.

The advertising was done by three distinct organizations, the Boston Baking Company, Holmes Bakery and the Corby Bakery. Furthermore, the advertising was of three distinct types. One series looked for its effect to a series of "teaser" ads; the second to argumentative copy and large space; and the third to a type bordering more nearly on general publicity and more moderate space. The campaigns took place during the month of April and the early part of May.

The ball was undoubtedly started a-rolling upon this occasion by Holmes' Bakery, which began buying space as if it cost no more than bread or yeast. At least a page was always used, and the day of the week selected was invariably Sunday. On April 30, a double-page-spread was taken! Were such a proposition suggested to the average bakery, no matter what its size, in most cities, it would be looked upon as a proposal to bankrupt it. At the left of the spread a man was standing at a door saying: "Come with me for a few minutes' trip through the most up-to-date bakery in the city." The rest of the spread was given over to a complete *résumé*, in word and picture, of the Holmes establishment and of the Holmes methods. On succeeding Sundays other features of this bakery were taken up, as the elimination of the middle man and his profits, the fact that the Holmes Bakery bakes 4,000,000 loaves of bread yearly, Secretary Wilson's opinion of what constitutes good

bread, the Holmes of the homes liveries, etc.

The Boston new ad Its emphasis series of a laid on the made with put out by atmosphere playing in of which such phrase Milk," at Next Th



I Will Improve

HOLMES' Bakery

HOLMES' Bakery

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**BOSTON  
AND MAINE  
RAILROAD**

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENCIES

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

### ADVERTISING MEDIA

**THE Textile Manufacturer, Charlotte, N. C.,** leading textile publication South. Circulation increased 80% past year.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

**THE** producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address DEPARTMENT P. I. for sample copy and rates.

**THE** circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

### BILLPOSTING

**FRED PEEL**, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA**, Times Building, New York City. Send for estimates.

**8¢ Posts R.I.**

Listed and Guaranteed Showing Good Locations Mostly individual boards. Write for open dates Standish Adv. Agency, Providence R.I.

### BUSINESS OPPORTUNITIES

## Unusual Opportunity for An Advertising Man

to get control of profitable growing agency. Other interests take all owner's time. A reliable, practical agency man who wishes to get into business for himself, and who has a little money and a good record, will be given easy terms of purchase. Address **Box 96, care of Printers' Ink.**

**IF ADVERTISERS** (viz., would-be successful ones) realized what clever **DISPLAY** can do to raise the potency of **SMALL** advertisements beyond the possibilities of large ones, set up by the routine Trade Journal compositor, lots of them would write me to ask what I could do to better the specimen advt. they enclosed in their letter. I would then receive a chance to show them the eye-catching, money-saving power of a mixture of **GUMPTION** and printers' ink. **FRANCIS L. MAULE, 401 Sanson St., Phila.**

### ENGRAVING

**KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York,** makers of half-tone color, line plates. Prompt and careful service. Illustrating. **TELEPHONE: 1864 SPRING.**

### FOR SALE

**FOR SALE**—A daily and semi-weekly, with job plant, in a central Northern State, city of 23,000, county seat, circulation daily 3,000, semi-weekly 1,000. Both circulation and advertising can be greatly increased. Fulltest investigation given. Price \$40,000; terms given. A big chance here. Address "I I., Printers' Ink."

### INFORMATION AND ILLUSTRATIONS

**ASK THE SEARCH-LIGHT** Anything You Want to Know. 341 Fifth Avenue, New York.

### HELP WANTED

**EXCEPTIONAL** opportunity for men who can solicit advertising, sell and distribute product. Address **THE TISSUE CO., Cleveland, O.**

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1894. **FERI**  
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**WANTED**—A young man with some experience as circulation builder on an old established weekly paper, one who is ambitious and energetic with a desire to make a position for himself. Must have good references. Address, "F. Q. C.," care of Printers' Ink.

**WANTED**—Salesman for newspaper special editions. Continuous work. Advertising experience unnecessary if you have qualities of salesmanship. Satisfactory references an absolute requirement. Address, giving experience, EDGAR P. YOUNG, Montclair, New Jersey.

**WRITER**—Good opening for bright man capable of assuming responsibility for copy department of small out-of-town agency. Must have good artistic ideas and be capable of making high-class magazine layouts. Agency experience necessary. "IDEAS," care of Printers' Ink.

**MANAGER**—For advertising department of large mail order whiskey house in Western city; must have thorough knowledge of newspaper advertising, circularizing, and office details; one who understands whiskey business preferred; permanent place for competent man or woman; state salary wanted, experience fully, and references. Address, Box 1129, Kansas City, Missouri.

**REGISTRATION FREE, RATES REDUCED.** We are offering excellent opportunities to newspaper desk men, reporters, advertising solicitors, circulation men, linotype operators, ad and job compositors, pressmen, etc. Ask for our new terms. All departments represented. No branch offices. Established 1886. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

**LAY-OUT PAPER**

**LAYOUT PAPER** Makes perfect layouts easy. Simple, practical—instructive. Automatically furnishes instructions to printer. Saves alterations—time—money. Improves display. Word schedule by lines and plus. Copy figured exactly. Postal brochure particulars **H. H. Stalker, 302 Majestic, Toledo, O.**

**MISCELLANEOUS**

**WE** want the selling agency in the Central West for meritorious articles. We have splendid territory and first-class facilities. **WESTERN SALES Co., Emporia, Kan.**

**Wanted to buy an established evening newspaper in New York or Connecticut.** "H. C. M.," care Printers' Ink.

**PATENTS**

**PATENTS that PROTECT**

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY, Washington, D. C. Established 1869.**

**POSITIONS WANTED**

**CIRCULATION** or Business Manager open for proposition. Best of reference. Address **JOHN B. COX, 512 East Market, Louisville, Kentucky.**

**SITUATION WANTED**—Well educated young man with I. C. S. training and some experience wants position as Ad writer where he has chance to work himself up. Salary moderate to start. "I. C. S.," Printers' Ink.

**SITUATION WANTED**—Rate Man capable of running advertising office—thoroughly experienced—best references. Good reason for wishing to make change. Interview requested. **\$1,500.** "T. E.," care of Printers' Ink.

**ADVERTISING MAN** wishes to change to work for progressive Clothing House or Department Store. Begin Fall campaign. Extensive printing experience. Original in lay-out, designing, writing. Address "WIDE EXPERIENCE," care Printers' Ink.

**Mail Order Manager.**

If you manufacture any staple or specialty sold through dealers to consumers, and want to push it—if you are ready to invest a suitable amount for exploitation and a \$40 salary for one who has judiciously used "the big stick"—is doing it now, and can do it again—write **MONROE, 111 Hutton St., Jersey City.**

**ADVERTISING MAN**

will represent publication of merit and good pulling power, on salary or nominal salary and commission. Territory New York and the East. Am now connected but wish to change. Persistent plugging seasoned with good intelligence has made me a producer on a hard proposition. Address "REPRESENTATIVE," care Printers' Ink.

**PRESS CLIPPINGS**

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

**ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City,** sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

**PRINTING**

**YOU** share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS, drawer 98, Cuba, N. Y.**

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **WINTHROP PRESS, 419 Lafayette St., N. Y.**

**THE HEINTZEMANN-PRESS**  
**Modern Languages**  
*Catalogues and Booklets*  
**185 FRANKLIN STREET**  
**BOSTON - MASS**

**SPANISH COPY WRITER**

**STRONG SPANISH COPY** for catalogues and booklets. Not merely translations, but the real arguments that appeal most to the Spanish-American people. **JUDGE ME BY RESULTS. L. LOPEZ, Blanco 33, Box 1127, Habana.**

# A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Birmingham, Ledger**, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

**Montgomery, Journal**, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

## COLORADO

**Denver, Post**, has a paid circ. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average circ., 1909, 61,088.

This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT

**Bridgeport, Morning Telegram**, daily average for April, 1910, sworn, 12,229. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

**Meriden, Journal**, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

**Meriden, Morning Record & Republican**. Daily aver. 1908, 7,729; 1909, 7,729.

**New Haven, Evening Register**, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,259, 5c. Largest and best circulation in New Haven.

**New Haven, Union**. Average year, 1909, 16,647. E. Katz, Special Agent, N. Y.

**New London, Day**, ev'g. Average for 1909, 6,736. No other paper covers this field.

**Norwalk, Evening Hour**. Average circulation exceeds 8,600. Carries half page of wants.

**Waterbury, Republican**. Average for 1909, Daily, 6,661; Sunday, 7,031.

**Waterbury, Herald**. Sundays. Average circulation for 1909, 13,387 ne paid.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Average, 1st quarter 1910, 40,167 (©).

## FLORIDA

**Jacksonville, Metropolis**. 14,414 copies each issue. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union**. Average month of April, 1910, Sunday, 24,244; daily, 21,001. Benjamin Kennor Co., N. Y. Chi. Sp. A.

## ILLINOIS

**Belvidere, Daily Republican** entitled to Roll of Honor distinction. Need more be said?

**Champaign, News**. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

**Chicago, Breder's Gazette**, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 76,496 and all quality. Rate, 15 cents, flat.

**Chicago, Dental Review**, monthly. Actual average for 1908, 4,097; for 1909, 4,328.

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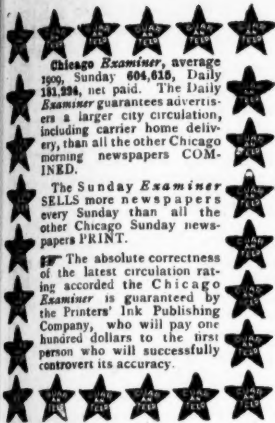
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**Chicago Examiner**, average 1909, Sunday 604,615, Daily 181,234, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago Record-Herald**. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago Herald**, evening and Sunday morning. Average for 1909, 6,836.

**Chicago Evening Star**. Circulation for 1909, 20,874.

**Berlin Evening Gazette**, average circulation for 1908, 4,409; 1909, 5,122.

INDIANA

**Evansville Journal-News**. Average, 1909, 11,943. E. Katz, S. A., N. Y.

**Princeton Clarion-News**, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

**South Bend Tribune**. Sworn average March 1910, 12,013. Best in Northern Indiana.

IOWA

**Burlington Hawk-Eye**, dail. Average 1909, 1,180. "All paid in advance."

**Davenport Times**. Daily av. Apr., '10, 16,554. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Des Moines Times-Journal**, morning and eve. Daily average, 1909, 12,468; Sunday, 14,602.

**Washington Eve. Journal**. Only daily in county, 2,009 subscribers. All good people.

**Waterloo Evening Courier**, 52nd year; 1909 net circulation, 6,999. Waterloo pop., 27,000.

KENTUCKY

**Lexington Herald**. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."

**Louisville**, *The Times*, evening daily, average for 1909 net paid 45,488.

MAINE

**Augusta, Kennebec Journal**, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1909, daily 9,923; weekly, 27,763.

**Portland, Evening Express**. Average for 1909, daily 15,219. Sunday *Telegram*, 10,508.

MARYLAND

**Baltimore, American**. Daily average for 1909 76,976; Sunday, 98,438. No return privilege.

**Baltimore, News**, daily News Publishing Company. Average 1909, 83,416. For April, 1910, 85,081.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

**Boston, Evening Transcript** (©©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe**. Average circulation.

Daily (2 cents a copy)  
1909, 180,278; Gain, 3,981  
Sunday  
1909, 323,069; Gain, 3,279  
Advertising Totals: 1909, 7,335,279 lines  
Gain, 1909, 465,579 lines

2,604,389 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



**Human Life**, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

**Fall River, Globe**. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,653.

**Lawrence, Telegram**, evening, 1909 av. 5,888. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. 1907, 16,832; 1908, 16,396; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.



# Boston Post's GREATEST April

AVERAGE APL., 1910

The Sunday Post  
261,339

Gain of 18,591 Copies  
Per Sunday over Apl., 1909

The Daily Post  
307,090

Gain of 41,168 Copies  
Per Day over Apl., 1909

Salem, *Evening News*. Actual daily average for 1909, 18,874.

Worcester, *Gazette*, evening. Av. '09, 16,775; first 4 mos. '10, 17,286. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (☉). The only Gold Mark French daily in the U. S.

## MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. 80,000.

★ Jackson, *Patriot*. Aver. April, 1910, daily 11,028, Sunday 12,024. Greatest circulation.

Saginaw, *Courier-Herald*, daily. Only Sunday paper; aver. for 1909, 14,379. Exam. by A.A.A.

Saginaw, *Evening News*, daily. Average for 1909, 21,326; Jan., 1910, 21,682.

## MINNESOTA

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1909, 101,280.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 28,887.

Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, 84,468. A.A.A.

## CIRCULATION

★ Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for four months ending December 31, 1909, 88,197. Average circulation of Sunday *Tribune* for same period, 73,121.



by Printers' Ink Publishing Company



Minneapolis, *Journal*, Daily and Sunday (☉). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,394. Daily average circulation for April, 1910, evening only, 76,291. Average Sunday circulation for April, 1910, 81,008. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$5.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



## MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening. Daily circulation for 1909, 1,109; January, 1910, 1,200.

## MISSOURI

Joplin, *Globe*, daily. Average, 1909, 16,111. E. Katz, Special Agent, N. Y.

St. Joseph, *New Press*. Circulation, 1909, 38,832. Smith & Budd Company, Eastern Rep.

St. Louis, *National Druggist* (☉), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,083.

## NEBRASKA

Lincoln, *Deutsch-Amerikanischer Farmer* weekly. 142,208 for year ending Dec. 31, 1909.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1909, 143,084.

## NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,401.

Hewark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c-'07, 28,371; '08, 21,326; 2c-'09, 19,062; 1st ¼ yr. '10, 19,811.

## NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 16,930. It's the leading paper.



Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 82,985.

Buffalo, *Courier*, morn. Average, Sunday, 4,737, daily, 46,284; *Enquirer*, evening, 24,201.

Buffalo, *Evening News*. Daily average for 1907, 94,843; 1908, 94,633; 1909, 94,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 6,801.

Mount Vernon, *Argus*, eve. Daily av. circulation ending Dec. 31, 1909, 4,931. Only daily here.



Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

Army and Navy, first

Baker's Review, publishers: A.

Clipper, we. Pub. Co., Ltd.

Leit's W. Judge Co. C.

The Tao and circulation 1,001; August

The World 100,000. Ev.

Poughkeepsie year, 1909, 6

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NEW YORK CITY

*Army and Navy Journal*. Est. 1863. Weekly average, first four months, 1910, 10,999.

*Baker's Review*, monthly. W. R. Gregory Co., publishers: Actual average for 1909, 7,666.

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd.: Average for 1909, 26,903 (©©).

*Leslie's Weekly*, 225 Fifth Avenue, Leslie-Judge Co. Over 225,000 guaranteed.

*The Tea and Coffee Trade Journal*. Average circulation for 12 months to January 1, 1910, 4,441; August, 1909 issue, 20,000.

*The World*. Actual average, 1909, Morning, 100,003. Evening, 399,569. Sunday, 460,955.

*Toughkeepsie Star*, evening. Daily average year, 1909, 5,013; February, 1910, 5,547.

*Schenectady Gazette*, daily. A. N. Lietz. Actual Average for 1909, 17,470.

*Schenectady Star*. Av. 11,365 last half 1909. Sheffield Special Agency, Tribune Bldg., N. Y.

*Syracuse Evening Herald*, daily. Herald Co., pub. Aver. 1909, daily 32,468; Sunday, 40,923.

*Troy, Racora*. Average circulation for 1909, 21,320. Only paper in city which has permitted A. A. A. examination, and made public the report.

*Utica, National Electrical Contractor*, mo. Average for 1909, 3,683.

*Utica Press*, daily. Otto A. Meyer, publishes. Average for year ending Dec. 31, 1909, 16,117.

NORTE CAROLINA

*Charlotte News Evening and Sunday* Av., 1907, 8,393, 150, 5,782, 1909, 7,346. Try it.

NORTH DAKOTA

*Grand Forks, Normanden*. Norwegian weekly. Actual average for 1909, 9,480.

OHIO

*Cleveland, Plain Dealer*. Est. 1831. Actual average for 1909: Daily, 80,936; Sunday, 103,596. For April, 1910, 83,285 daily; Sunday, 112,442.

*Columbus, Midland Druggist and Pharmaceutical Review*. 43rd annual volume. Best medium for reaching druggists of the Central States.

*Springfield, Farm and Fireside*, over 1/2 century leading Nat. agricult'l paper. '09, 439,457.

*Youngstown, Vindicator*. D'y av., '09, 15,338; LaCote & Maxwell, N. Y. & Chicago.

OKLAHOMA

*Oklahoma City, The Oklahoman*. April, 35,561 week day, 40,118 Sunday. E. Katz, Agent, N. Y.

OREGON

*Portland, The Evening Telegram* is in its 33d year. Owns exclusive Associated Press afternoon franchise. Sworn average circulation for December, 29,270. In purely local mercantile advertising it printed 313 more pages in 1909 than in 1908. It printed 179 more pages of local mercantile advertising in 1909 than its nearest local contemporary. Its circulation covers Portland and its suburbs like a plaster.

*Portland, The Oregonian*, (©©). April average circulation. Sundays, 55,079; Daily, 44,230. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

PENNSYLVANIA

*Chester, Times*, ev'g d'y. Average 1909, 7,785. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

*Erie, Times*, daily. 21,324 copies each issue. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

*Harrisburg, Telegraph*. Sworn average April, 1910, 17,198. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

*Johnstown, Tribune*. Average for 12 mos., 1909, 12,467. April, 1910, 13,360. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for MARCH, 1910

260,993

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,  
J. E. Verree, Heyworth Bldg.  
New York Office,  
Dan A. Carroll, Tribune Bldg.

*Philadelphia, Confectioners' Journal*, mo. Average 1908, 5,517; 1909, 5,522 (©©).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



Philadelphia. *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, 85,084; the Sunday *Press*, 163,995.

Washington. *Reporter and Observer*, eve. and morn. dy. av., '09, 11,845. Feb., '10, 12,294.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1909, 18,860. In its 36th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, evening; daily net circulation March 1910, 17,864, guaranteed.

York. *Dispatch and Daily*. Average for 1909, 20,015.

#### RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation, 1909, 19,033—sworn.



Providence. *Daily Journal*. Average for 1909, 21,858 (©). Sunday, 28,125 (©). *Evening Bulletin*, 46,991 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 5,237.

#### SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1909, 5,311. March, 1910, 5,785.



Columbia. *State*. Actual average for twelve months, 1909, daily (©) 14,436, Sunday (©) 14,969.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,630.

#### TENNESSEE

Memphis. *Commercial Appeal*, daily, and Sunday, average year, 1909: Daily, 48,978; Sunday, 70,179. Smith & Budd Company, Representatives, New York and Chicago.

Nashville. *Banner*, daily. Average for 1909, 26,206; for 1908, 26,854; for 1907, 40,086.

#### TEXAS

El Paso. *Herald*, 1909 average, 9,650. Only El Paso paper examined by A. A. A.

#### VERMONT

Barre. *Times*, daily. F. E. Langley. Average for 1909, 5,231. Examined by A. A. A.

Burlington. *Free Press*. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1909, 3,184. Examined by A. A. A.

#### VIRGINIA

Danville. *The Bee*. Average Mar., 1910, 4,083; Apr. 1910. Largest circulation. Only eve. paper.

#### WASHINGTON

Seattle. *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, circ. of 68,346 daily, 84,382 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,756,084 lines.

Tacoma. *Ledger*. Average 1909, daily, 18,191. Sunday, 26,158.

Tacoma. *News*. Average for year, 1909, 18,829.

#### WISCONSIN

Janesville. *Gazette*. Daily average, April, 1910, daily 8,347; semi-weekly, 1,768.

Madison. *State Journal*, daily. Actual average for Jan., 1910, 9,960.

Milwaukee. *Evening Wisconsin*, daily. Average for 12 mos. ending Dec. 31, 1909, 27,122 (©). The great Home Paper of Wisconsin.

Milwaukee. *The Milwaukee Journal*, evening daily. Average in April, 1910, 65,995; gain over April, 1909, 4,443 daily; average for 12 mos., 60,473 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh. *Northwestern*, daily. Average for Dec., 1909, 9,801. Examined by A. A. A.

Racine. *Daily Journal*. Feb., 1910, circulation, 4,991. Statement filed with A. A. A.



**THE WISCONSIN AGRICULTURIST**

Racine, Wis., Established 1877. Actual weekly average for year ended Dec. 31, 1909, 60,484. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

#### WYOMING

Cheyenne. *Tribune*. Actual net average year, 1909, daily, 6,125; semi-weekly, 4,944.

#### BRITISH COLUMBIA

Vancouver. *Province*, daily. Average Apr. '09, 17,828; Apr., '10, 19,991; daily average for '09, 18,429. H. DeClerque, United States Repr., Chicago and New York.

#### MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1909, daily, 40,890; daily April, 1910, 43,863; weekly 1909, 27,060; April, 1910, 27,394.

Winnipeg. *Der Nordwestern*. Canada's National German weekly. Av. 1909, 18,162. Rates 5¢. in.

Winnipeg. *Telegraph*, dy. av. Mar., '10, 31,863. (Saturday av., 35,000). Farmers' Weekly, same period, 30,000.

#### QUEBEC, CAN.

Montreal. *La Presse*. Actual average, 1909, daily 95,024.

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WANT adver radio Spring THE Denver Advertiseme Colorado comb

DIST THE Evening D. C. (©) Want Ads of a

THE Chicago day circul bring classifi results Rates "NEARLY language reads the Das Review, and Chicago's "w

MAIL O

Produces "Want Ad" 75,000 thos state. Pub tising than Rate Only Sur The

THE Evening carry more papers combin

THE Baltim than any c recognized W

THE Boston Resort Gui pect to find a tising column

THE Boston year 1909, Want Ads: 38,023 more Boston newsp

CIRCULATI

GUAR AN FEED

Printer's Ink Pub. Co.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word. *The Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

*The Evening and Sunday Star*, Washington. D. C. (60), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

*The Chicago Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

## INDIANA

## MAIL ORDER ADVERTISING

Produces results in Indiana's leading "Want Ad" Medium. A circulation of 75,000 thoroughly covers the city and state. Publishes more classified advertising than any other paper in state.

Rate One Cent Per Word.  
Only Sunday Paper in Indianapolis.  
**The Indianapolis Star**

## MAINE

*The Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

## MARYLAND

*The Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

*The Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

*The Boston Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,557 over 1908 and 308,023 more than were printed by any other Boston newspaper.

## MINNESOTA

*The Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,819 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged by Printers' Ink Pub. Co. —daily or Sunday

*The Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.

*The Minneapolis Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in April, 1910, amounted to 267,120 lines; the number of individual ads published were 34,356. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

## MISSOURI

*The Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

*The Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

## NEW JERSEY

*The Jersey City Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

## NEW YORK

*The Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

*The Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

*The Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

## OHIO

*The Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

*The Oklahoman*, Okla. City, 36,169. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

*The Chester, Pa., Times* carries from two to five times more Classified ads than any other paper. Greatest circulation.

## SOUTH DAKOTA

*The Aberdeen Daily American*—the popular Want Ad medium of the Dakotas.

## UTAH

*The Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

*The Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

*The La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 36,024—sworn to.) Carries more Want Ads than any other newspaper in Montreal.

## (OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high-class and quality of their circulation."

Out of a total of over 23,480 publications in America, 195 are distinguished from all the others by the so-called gold marks (OO).

### ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

### DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, first quarter, 1910, 40,167 (OO).

### GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia.

Savannah Morning News, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

### ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers Journal (OO). Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (OO). Actual average circulation for 1909-10, 16,902.

### KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

### MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,598 (OO); 7.44% increase daily over last year.

### MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (OO). Reaches the textile mills. 6,000 guaranteed circulation.

Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

### MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

### NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering News (OO). Established 1888. The leading engineering paper in the world. Av. circulation over 17,250 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 18,000 weekly. MCGRAW PUBLISHING COMPANY.

The Evening Post (OO). Established 1774. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post.—Printers' Ink.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily circulation than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

### OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1861. The great newspaper of the Pacific Northwest.

### PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily 86,064; Sunday, 163,995.

## THE PITTSBURGH (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

### RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

### SOUTH CAROLINA

The State (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

### VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

### WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

### WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

### CANADA

The Halifax Herald (OO) and the Evening Mail. Circulation 16,837, flat rate.

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## Business Going Out

The George Batten Company is sending out to dailies in Maine contracts for Cordley & Hayes, New York, Fibreware; and for the Cliquot Club Company, of Millis, Mass., newspaper contracts calling for 5,628 lines, covering a period of three months, in North-eastern states.

N. W. Ayer & Son are sending out fourteen lines, twenty-six times, in the West for Christian College.

The Wyckoff Agency is signing 1,000 lines in the West for the Continental Caoutchouc Company.

The Dorland Agency is signing twenty-five lines, twenty-six times, for the Hotel Dennis in the South.

The International Text Book Company is sending out 958-word classified ads to be run 16 insertions in the South, through N. W. Ayer & Son.

The Dorland Agency is sending out 100 lines, 6 times, in the West, advertising Atlantic City.

The Imperial Medicine Company, of Houston, Tex., is sending, through Anderson & Nichols, of Houston, contracts for 156 insertions in the North.

The Maine Steamship Company is sending, through W. W. Sharpe & Co., 35 lines t. f. in the East.

The Herbert Kaufman & Handy Company, of Chicago, is signing 200 lines, 6 times, in the South, for the Chicago, Rock Island & Pacific Railroad.

Ferdinand Westheimer & Sons are contracting for Red Top Rye advertising—10,000 lines in the South, through Charles L. Doughty.

The Blaine-Thompson Agency is signing 660 inches in the South for the Wertheimer-Swartz Shoe Company.

The Emergency Laboratory is sending out, through the National Advertising Agency, 5,000-line renewals on the Pacific Coast.

The Wyckoff Agency is issuing 5,000-line contracts in the South for the Bartholimay Brewing Company.

Lord & Thomas, New York, are giving out 5,000 lines on the Pacific Coast for E. V. Neal and C. S. Clarke.

Contracts for 500 inches in the South are being signed for direct by Sambucette & Co., 1021 Jefferson avenue, Memphis, Tenn.

The Winterson Seed Store, Chicago, is planning an extensive suburban campaign through the Merchants & Manufacturers Advertising Company, of Chicago.

B. D'Emo, advertising agent, Chicago, is now handling the following accounts and sending out contracts: Wm. Wrigley, Jr., & Co., Wrigley's Pepsin Gum; Jas. S. Kirk & Co., Jap Rose Soap and American Family Soap; City Fuel Company; Big 10 Products Company, manufacturers of "Big 10" Cleaner; Sidway Mercantile Company, manufacturers of Allwin Go-Carts, and the Foulds Milling Company, manufacturers of Foulds' Macaroni.

The New York Central Lines are advertising to attract people to the Adirondacks and other summer resorts along their lines. Copy is going out to a general list of cities on the Atlantic Coast through the H. E. Lesan Advertising Agency.

Hamilton White, a Chicago author, will, about August 1st, start a campaign running into four figures advertising a new book on "modern theology." The Merchants & Manufacturers Advertising Company, of Chicago, will handle the business.

Frank Seaman, Incorporated, is placing, for the Boston & Maine R. R. and the N. Y. N. H. and H. R. R., two newspaper campaigns in cities throughout the East. This advertising exploits the White Mountain Region of New Hampshire in one campaign, and the North Coast and Maine Region in the other, and will continue throughout the summer. This agency is also sending out for the Boston & Maine copy to New York papers, advertising the through Parlor Car Service from New York to Lake Sunapee.

Newspaper advertising for the Regal Automobile, made by the Regal Detroit Automobile Company, is being placed in New York and Brooklyn by Frank Seaman, Incorporated.

The National Roofing Tile Company, of Lima, Ohio, is among the new advertisers. Its appropriation is being handled by the H. E. Lesan Advertising Agency, of New York and Chicago.

The H. E. Lesan Advertising Agency is conducting a campaign for the Scarsdale Estates (suburban real estate), using the New York City newspapers and a few high-class magazines.

The Miller Advertising Company, of Toledo, Ohio, will soon start a vigorous mail-order campaign for the Royal Manufacturing Company, Detroit, Mich.

one of the largest and most successful mail-order concerns in the country.

The Central Vermont Railroad is using a few general mediums and newspapers carrying summer resort advertising. The account is handled by the Hayes Advertising Agency, Burlington, Vt.

The Nap-Arisa Company, 105 Broad street, is placing twenty-eight-line copy in magazines through the Boston office of the J. Walter Thompson Company.

Bigelow, Kennard & Co., one of Boston's leading jewelry houses, are using a list of out-of-town papers in Massachusetts.

A large number of New England newspapers are being used by E. D. Kollock for the advertising of the Hotel Nottingham, Boston. The contracts are made on an exchange basis.

The appropriation of the Case Shoe Company, Worcester, Mass., is now being handled by the Bates Advertising Agency, Springfield.

In addition to a magazine list a number of agricultural mediums are being used for the advertising of Oliver Ames & Sons. The appropriation is handled by the F. P. Shumway Company.

This agency is also using magazines and agricultural papers for the advertising of the Bowker Insecticide Company.

New mediums carrying financial advertising are being added to the list of E. H. Rollins & Sons. The advertising is for high-grade bonds and is placed by Hermon W. Stevens, Globe Bldg.

A few mediums carrying real estate departments are being used for the announcements of George Cooper, Pittsfield, Mass., through Wood, Putnam & Wood.

The Warren Chemical Company, West Somerville, Mass., is advertising "No-Scent," a new bath powder, in New England dailies.

The American Photography Company will discontinue its twenty-eight-line copy for the summer after June issues. Renewals will be sent out by the New York office of the J. Walter Thompson Company early in the fall.

The Atlas Rubber Company, with offices in Boston and Buffalo, has decided not to do any magazine advertising at all during 1910.

The spring campaign of the Howard Dustless Duster Company is practically over. No more orders are to be given until the last of July. Its advertising ing has been very successful.

The Coleman Realty Company, Colman, Okla., is conducting a campaign with a big list of dailies published in the Southeast and Southwest, advertising land; 1,000 lines display copy is being used. Orders are being sent out through the St. Louis office of H. W. Kastor & Sons.

The Ft. Stockton Land Company, Kansas City, is using a small list of standard magazines for advertising farm lands. H. W. Kastor & Sons, same city, are sending out orders for 63 lines single to run in June issues.

H. W. Kastor & Sons, St. Louis, are placing orders with high-grade women's publications and mail-order publications for the H. M. Sheer Company, Quincy, Ill., advertising fireless cookers. One hundred and thirty line of play copy is being used.

The Henderson Motor Sales Company, Indianapolis, Ind., have inaugurated an extensive campaign in automobile trade publications. Pages and colored inserts are being used to advertise the "Wescott 40." The campaign is being handled by H. W. Kastor & Sons, St. Louis and Chicago.

An extensive outdoor campaign for "Owl" Cigars has just been inaugurated on billboards in St. Louis. The poster work is being handled by the St. Louis Billposting Company.

Galvanic Soap will soon reappear in Northwestern weeklies. Requests are being made for rates.

Iowa weeklies are being asked for space reservations for Dutch Clean.

The Theis Agency, St. Paul, is putting out generous sized ads for the Hamm Brewing Company, St. Paul, in such papers in Minnesota as accept beer ads.

Wisconsin dailies and weeklies are carrying clever copy from the Oshkosh Chamber of Commerce booming Oshkosh.

The Illinois Pure Aluminum Company is placing large copy to papers of the Northwest through the Theis Agency.

The Great Northern and Northern Pacific are using large space in the daily and weekly papers along their line in the Northwest, and the latter road is sending weekly copy to national publications such as *Collier's*.

Pabst Brewing Company has entered a large list of Northwest weeklies. Plates are now going out.

Hanley's Peerless Ale, the product of the James Hanley Brewing Company, Providence, R. I., is being advertised in newspapers in towns where the product is sold.



THE GREAT SEVENTY PER CENT WHO

# WORK

FORM THE GREAT BUYING CLASS

The wage earner is the real consumer. For every dress-suit there's a hundred "jeans." The man who supports a family on \$75 a month is the man who keeps the big factory and mill working overtime. The biggest field for advertisers is the *working* field—the wage earner and farmer. Any jobber will tell you that most of his shipments go to small country store dealers. Country people form 70% of our whole population.

Straight cash sales without premiums for 20 years is pretty strong proof of **real, live** circulation. Boyce's Weeklies are sold each week for straight cash by 25,000 boy agents.

The Saturday Blade is the largest weekly newspaper published for the plain country people.

The Chicago Ledger is the largest weekly story paper for country people.

Boyce's Weeklies—the greatest national purveyors of news and story to the country people—are a **POWER** needed by every seeker of **country** publicity or direct orders.

Proved circulation—low rate. Figure it out and compare it with dailies, weeklies and monthlies. 750,000 weekly for \$1.60 per agate line.

**"Boyce's Weeklies are paying fine. Ask any advertiser."**

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**W. D. BOYCE CO.**
**500 DEARBORN AVENUE . . CHICAGO**
**Boyce's 2 Weeklies, 750 Copies Weekly, \$1.60 per Agate line**


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*Send for 2 FREE Books on Advertising*

# Fernie? Moncton? Peterboro?

Offhand, can you say just where these three places are? Can you tell the best way to advertise in each of them?

Neither can anyone who does not know Canada like a book. Yet these are buying-centres of large importance to your Canadian business. There are a thousand others.

You need to employ accurate, on-the-spot knowledge of this big country to get all the good of your advertising here.

For each of our nine provinces has its own peculiarities, racial and temperamental. Selling methods naturally must differ in each of them. Only precise knowledge of local ways can get you full value for your advertising outlay in any of the seven.

That knowledge is perhaps the most valuable detail of "Gibbons Service." There are other details of it which might interest you.

You need not hesitate to inquire about "Gibbons Service" for fear of being canvassed. Our ways are modern ways.

## J. J. GIBBONS Limited

*Newspaper, Trade Papers and all Outdoor Advertising  
Representative Billposters and Distributors Association*

119 West Wellington Street, Toronto  
La Presse Building, Montreal

CANADA